

SPORT, ALCOHOL AND SOCIAL  
INQUIRY

This page intentionally left blank

RESEARCH IN THE SOCIOLOGY OF SPORT  
VOLUME 14

# **SPORT, ALCOHOL AND SOCIAL INQUIRY: A GLOBAL COCKTAIL**

EDITED BY

**SARAH GEE**

*University of Windsor, Canada*



emerald  
**PUBLISHING**

United Kingdom – North America – Japan  
India – Malaysia – China

Emerald Publishing Limited  
Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2020

Copyright © 2020 Emerald Publishing Limited

**Reprints and permissions service**

Contact: [permissions@emeraldinsight.com](mailto:permissions@emeraldinsight.com)

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

**British Library Cataloguing in Publication Data**

A catalogue record for this book is available from the British Library

ISBN: 978-1-78769-842-0 (Print)

ISBN: 978-1-78769-841-3 (Online)

ISBN: 978-1-78769-843-7 (Epub)

ISSN: 1476-2854 (Series)



ISOQAR certified  
Management System,  
awarded to Emerald  
for adherence to  
Environmental  
standard  
ISO 14001:2004.

Certificate Number 1985  
ISO 14001



INVESTOR IN PEOPLE

# CONTENTS

<i>About the Contributors</i>	vii
<b>Introduction: Contextualizing the Sport and Alcohol Relationship for Social Inquiry</b> <i>Sarah Gee</i>	1
<b>Chapter 1 Real Men, Himbos and Bros: Continuity and Change in the Portrayal of Masculinities in Sport-dirtied Beer Advertising</b> <i>Christopher J. Finlay and Lawrence A. Wenner</i>	9
<b>Chapter 2 Contemporary Trends in Sport, Beer Advertising and Masculinity: New Zealand's Speight's 'Southern Man' 2.0</b> <i>Steven J. Jackson and Sarah Gee</i>	29
<b>Chapter 3 Examining the Impact of a New Beer Sponsor on Attitudes and Behavioural Intentions toward American College Football Teams</b> <i>Terry Eddy, Sarah Gee and Lamar Reams</i>	47
<b>Chapter 4 Tactical Drinking in a Female University Kendo Club</b> <i>Kate Sylvester and Brent McDonald</i>	69
<b>Chapter 5 Sport, Alcohol and Older Athletes</b> <i>Catherine Palmer</i>	83
<b>Chapter 6 Brazil's Legislation of Alcohol Consumption by Sports Fans and the 2014 FIFA World Cup</b> <i>Bárbara Schausteck de Almeida and Wanderley Marchi Júnior</i>	99
<b>Chapter 7 Alcohol and Sport in France: An Unsettled Field</b> <i>Guillaume Bodet, Guillaume Routier and Stéphan Fuchs</i>	115

<b>Chapter 8 The Swedish Alcohol–Sport Paradox: Sport’s Drinking Problem and the Politics of Forwarding</b>	<b>131</b>
<i>Cecilia Stenling and Josef Fahlén</i>	
<b>Chapter 9 Researching Drinking Cultures in Sport: Making Difficult Ethical Decisions</b>	<b>147</b>
<i>Carwyn Jones, David Brown and Marc Harris</i>	
<b>Chapter 10 ‘Fun Sponge!’ and Other Conjectures: Conducting Field Research in Sport and Alcohol</b>	<b>163</b>
<i>Sarah Gee</i>	
<i>Index</i>	<b>175</b>

## ABOUT THE CONTRIBUTORS

**Guillaume Bodet** is a Professor of Sport Management and Marketing at the University Claude Bernard Lyon 1 (University of Lyon) and a member of the Laboratory on Vulnerabilities and Innovation in Sport (L-VIS). His research interests deal with consumer behaviours in relation to sport objects (products, services, brands and events).

**David Brown** is a Reader in the Sociology of Sport and Physical Culture at Cardiff Metropolitan University. He has published widely on issues relating to the body-self-society relationship in sport and physical culture.

**Terry Eddy** is an Associate Professor of Sport Management at the University of Windsor, Canada. His research centres around sport marketing, particularly consumers' responses to, and behaviours towards, sponsorship and social media marketing.

**Josef Fahlén** is an Associate Professor at the Department of Education, Umeå University, Sweden, and Visiting Professor at the Norwegian School of Sport Sciences in Oslo. In his research, Fahlén focuses on the intersection between sport policy and the organization of sport.

**Christopher J. Finlay** is an Associate Professor in the Department of Communication Studies at Loyola Marymount University in Los Angeles, California. His research interests include global communication, digital media and policy, media industries and sports media.

**Stéphan Fuchs** is an Assistant Professor in sport marketing at the University Claude Bernard Lyon 1 (University of Lyon) and a member of the Laboratory on Vulnerabilities and Innovation in Sport (L-VIS). His research focuses on various topics to better understand the behaviour of stakeholders in sporting contexts. His latest publications focus on activation of Olympic and Paralympic sponsorship and on the relationships between marketing and alcohol.

**Sarah Gee** is an Assistant Professor in the Department of Kinesiology at the University of Windsor, Canada. Her current research interests seek to examine the mutually constitutive link between alcohol sponsorship and the experiential politics of athletes' sport-related drinking.

**Marc Harris** a PhD candidate at Cardiff Metropolitan University, United Kingdom. His research explores the social and cultural determinants of excessive alcohol use among student athletes.

**Steven J. Jackson** is a Professor at the University of Otago, New Zealand and a Visiting Professor at the University of Johannesburg, South Africa. A past-President of the International Sociology of Sport Association, Steve's research focuses on globalization, media and national identity.

**Carwyn Jones** is a Professor of Sport Ethics at Cardiff Metropolitan University. He has published books and articles on a broad range of ethical issues in sport including the relationship between alcohol and sport.

**Wanderley Marchi Júnior** is a Full Professor in the Department of Physical Education and Department of Social Sciences at Federal University of Parana, Brazil. His current research interests focus on the theoretical references of sport sociology and Latin American sociocultural studies of sport.

**Brent McDonald** is a Senior Lecturer in the College of Sport and Exercise Science at Victoria University, Australia. His research focuses on the role of sport in migration and settlement processes, inclusion and identity politics, and sport in Japanese education.

**Catherine Palmer** is Professor of Sociology in the School of Social Sciences at the University of Tasmania. Her current research examines women and alcohol in Australian sport and the phenomenon of fitness philanthropy.

**Lamar Reams** is an Associate Professor and Graduate Program Director of Sport Management at Old Dominion University in Norfolk, Virginia. His primary areas of research interest include sport consumer behaviour, particularly in the context of combat sports and sport sponsorship.

**Guillaume Routier** is an Assistant Professor in Sociology of Sport at the University Claude Bernard Lyon 1 (University of Lyon) and a member of the Laboratory on Vulnerabilities and Innovation in Sport (L-VIS). His current research focuses on various topics aimed at better understanding sports cultures: participation in sport and the end of a sports career; the diet of ultra trail runners; the relationship between sport and alcohol.

**Bárbara Schausteck de Almeida** is an Independent Scholar who undertook her PhD in Sociology of Sport at Universidade Federal do Paraná, Brazil. Her current research interests use Sociology and Political Science references to understand mega-events and sport in Brazil.

**Cecilia Stenling** is an Associate Professor at the Department of Education, Umeå University, Sweden. Her research focuses on the processes that take place in the nexus between public sport policy and the norms, values and practices that characterize sport's internal organizing and governance.

**Kate Sylvester** examined Japanese university kendo practices for women in her PhD thesis. Kate has practiced kendo for 26 years and represented her country

at 7 World Kendo Championships. Her research focuses on kendo, gender politics and Japanese university sport.

**Lawrence A. Wenner** is Von der Ahe Professor of Communication and Ethics in the College of Communication and Fine Arts and the School of Film and Television at Loyola Marymount University, USA. He is founding Editor-in-Chief of the scholarly journal *Communication and Sport*, an author of nine books and over 140 scholarly journal articles and chapters that focus on media, popular culture, sport and commodification.