

Course title: Global Culture and Marketing of Football Club

Language of instruction: English

Professor: Manuel Garin

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Course contact hours: 45

Recommended credit: 6 ECTS credits

Course prerequisites: There are no prerequisites for this course

Keywords: Sport, Football, Cultural Studies, History, Barcelona

Language requirements: Recommended level in the European Framework B2 (or equivalent : Cambridge Certificate if the teaching language is English, DELE or 3 semesters in the case of Spanish)

Course focus and approach:

This is a course that analyzes the key role of football in the European context within the framework of cultural studies, focusing on the historical, sociological and political issues tied to a specific case study: Football Club Barcelona. The course develops critical tools to interpret the significance of sport in the modern era, by highlighting the implications a brand like FCB has in social, cultural and media contexts.

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Course description:

European football (soccer) has become a major cultural vehicle in the globalized world, both in terms of economical impact and social influence. This course focuses on the links between the game and the different dimensions that surround it: media coverage, symbolic value, political targeting, class and gender issues, or public and corporate policy... FC Barcelona is a unique case study that embodies tensions between European, Spanish and Catalan national identities while arguably being the most accomplished team of the 21st century in terms of game style. But its significance goes beyond the game itself, blending with global marketing strategies and transnational fandom. We will make the best of being located in Barcelona in order to develop ethnographic research to better understand football as a controversial issue within contemporary popular culture.

Learning objectives:

By the end of the course, students will be able to:

Understand the sociological, cultural and historical issues that shape football as a key Catalan, Hispanic and European phenomenon.

Develop a critical view of the game's media coverage as well as the different communication strategies involved.

Get to know the game's historical implications in a deeper level, learning to interpret the very styles and structures of football along with its inner symbolism.

Grasp the links between Barcelona as a contemporary global city and FC Barcelona as a unique team –and club- in football’s history.

Visualize and discuss the tensions between culture and marketing, the anthropological and the economic, within the current landscape of monetized sport competitions in a globalized world.

Course workload:

The course combines required readings to be discussed in groups with a variety of assignments and field-studies related to how football is experienced in the city, in order to grasp its historical significance critically. Depending on the public protocols and limitations related to Covid-19, the specific assignments will be adapted to facilitate the student’s work throughout the course.

Teaching methodology:

The course is based on a series of theoretical classes and reading seminars the content of which will be further developed by the students with different tasks and assignments, such as reporting on the media coverage, writing critical essays and making interviews. Other activities involve a field trip to one of the oldest FCB penyes (social clubs). Groups of four/five students will work together reading and researching about specific topics, in order to present their findings within the classroom to the rest of the classmates, promoting a collaborative pedagogy where the key issues have to be presented and discussed collectively. Each group will showcase their work in two ways: a class presentation based on a previous reading (weeks 5 o 8), and a critical research project based on the analysis of a football-related visual motif, submitted as a final group-paper.

Assessment criteria:

The course’s assessment comprises the following inputs: group presentation of a reading (30%), a group research project about football and visual motifs (50%), and class assignments (20%).

There will be two individual class assignments to be handled in weeks 1 and 3.

The reading presentations are group-based and will be presented during weeks 5 to 8.

The visual motif final projects are group-based and develop through the whole term.

BaPIS absence policy:

Attending class is mandatory and will be monitored daily by professors. Missing classes will impact on the student’s final grade as follows:

Absences	Penalization
Up to two (2) absences	No penalization
Three (3) absences	1 point subtracted from final grade (on a 10-

	point scale)
Four (4) absences	2 points subtracted from final grade (on a 10-point scale)
Five (5) absences or more	The student receives an INCOMPLETE (“NO PRESENTADO”) for the course

The BaPIS attendance policy does not distinguish between justified or unjustified absences. The student is deemed responsible to manage his/her absences.

Only absences for medical reasons will be considered justified absences. The student is deemed responsible to provide the necessary documentation. Other emergency situations will be analyzed on a case by case basis by the Academic Director of the BaPIS.

The Instructor, the Academic Director and the Study Abroad Office should be informed by email without any delay.

Classroom norms:

No food or drink is permitted in class.

Attention during lectures is key: the use of laptops should be restricted to class assignments

Weekly schedule:

Week 1	CLASS 1 Football Culture: Anthro-Geographies Reading: The Illustrated History of Football	CLASS 2 FC Barcelona: History & Sociology I Reading: How Football Explains The World
Week 2	CLASS 3 FC Barcelona: History & Sociology II Reading: Barça, A People’s Passion J. Burns	CLASS 4 FC Barcelona: From History to Tactics Reading: Inverting the Pyramid J. Wilson
Week 3	CLASS 5 FC Barcelona: Gameplay & Identity I Reading: Another Way of Winning G.Balagué	CLASS 6 FC Barcelona: Gameplay & Identity II Reading: The Special One Diego Torres
Week 4	CLASS 7 La Masia: Education & Role Models Reading: Senda de campeones M.Perarnau	CLASS 8 Football and Branding: FCB Transmedia Reading: Convergence Culture H. Jenkins
	CLASS 9 – METHODOLOGICAL WORKSHOP I – Football and Visual Motifs	
Week 5	CLASS 10 / GROUP READING 1 Football and War, Combat Narratives Reading: Dynamo Andy Dougan	CLASS 11 / GROUP READING 2 Football: Totalitarianism vs. Democracy Reading: Football Against The Enemy S. Kuper

Week 6	No class, national holiday	CLASS 12 / GROUP READING 3 Football, Hooliganism & Mob Mentality Reading: Among The Thugs Bill Buford
Week 7	CLASS 13 / GROUP READING 4 Football and Bonding: Being a Fan Reading: Fever Pitch Nick Hornby	CLASS 14 / GROUP READING 5+6 Football and Patriarchy: Gender Gaps Reading: A Beautiful Game Jean Williams
Week 8	CLASS 15 / GROUP READING 7 Football and Children: Miss-Educations Reading: Niños futbolistas J. P. Meneses	CLASS 16 / GROUP READING 8 Football, Wellbeing and Public Policy Reading: Soccernomics Kuper-Szymanski
Week 9	CLASS 17 METHODOLOGICAL WORKSHOP II Football & Visual Motifs: Images + Interviews	CLASS 18 Football & Storytelling: Hero's Journey Reading: La jugada de mi vida A. Iniesta
	CLASS 19 / FIELD TRIP or GUEST CONFERENCE (depending on Covid-19)	
Week 10	CLASS 20 Football & Storytelling: Class Struggles Reading: Ken Loach+Sport and Film Crosson	CLASS 21 Football & Storytelling: Offside (2006) Reading: Sport and Film Seán Crosson

Last revision: May 9th 2022

Required readings:

Course reading pack prepared by the professor and available on-line at Aula Global (the specific works and authors are detailed within the previous weekly schedule)

Recommended bibliography:

- Arendt, Hannah. The Portable Hannah Arendt. London: Penguin Classics, 2000.
 Ashton, Timothy. Soccer in Spain. Politics, Literature and Film. Lanhan: Scarecrow, 2013.
 Balagué, Guillem. Pep Guardiola. Another Way of Wining. London, Orion Publishing, 2013.
 Bale, John. Landscapes of modern sport. New York: Leicester University Press, 1994.
 Balibar, E. and Wallerstein I. Race, Nation, Class. Ambiguous Identities. London: Verso, 1991.
 Ball, Phil. Morbo. The Story of Spanish Football. London, WSC Books, 2011.
 Balló, Jordi. Imágenes del silencio. Los motivos visuales en el cine. Barcelona: Anagrama, 2000.
 Balló, J. & Bergala, A. (eds.) Motivos visuales del cine. Barcelona: Galaxia Gutenberg, 2016.
 Barthes, Roland. Mythologies. London: Vintage Classics, 2000.
 Berger, John. Ways of Seeing. London: Penguin Books, 1972.
 Boyle, Raymond and Haynes, Richard. Power Play. Sport, the Media and Popular Culture, Edinburgh University Press, 2009.
 Buford, Bill. Among The Thugs. London, Arrow Books, 2001.
 Burny, Jimmy. Barça: A People's Passion. London, Bloomsbury, 2000.

- Burns, Jimmy. *La Roja: How Soccer Conquered Spain and How Spanish Soccer Conquered the World*. New York, Nation Books, 2012.
- Critchley, Simon. *What We Think About When We Think About Football*. London, Profile, 2018.
- Crolley, Liz and Hand, David. *Football and European Identity: Historical Narratives Through the Press*. New York, Routledge, 2006.
- Crosson, Séan. *Sport and Film*. London, Routledge, 2013.
- Davies, Hunter. *The Glory Game*. London, Mainstream Publishing, 2007.
- Didi-Huberman, G. *The Surviving Image. Phantoms of Time and Time of Phantoms: Aby Warburg's History of Art*. Pennsylvania: Penn State University Press, 2016.
- Dougan, Andy. *Dynamo: Defending the Honour of Kiev*. London, Fourth Estate, 2011.
- Elias, Norbert and Dunning, Eric. *Quest for excitement: Sport and leisure in the civilizing process*. Oxford, Basil Blackwell, 1986.
- Fitzpatrick, Richard. *El Clasico. Barcelona vs. Real Madrid: Football's Greatest Rivalry*. London, Bloomsbury, 2012.
- Foer, Franklin. *How Soccer Explains the World: An Unlikely Theory of Globalization*. New York, Harper Collins, 2005.
- Garin, Manuel. "Football, cinema and Spanish nationalism: decoding the Francoist film *Campeones*" in *Sport, Film and National Culture* (ed. Seán Crosson). London, Routledge, 2020.
- Garin, M. & Fernández, A. A. "Images and visual motifs of Spanish economic power: the IBEX court and the banking crisis (2011-2013)" in *Communication & Society* 34(2), 2021.
- Goldblatt, David. *The Ball is Round: A Global History of Soccer*. New York, Penguin, 2006.
- Guttman, Alan. *A whole new ball game: An interpretation of American sports*. Chapel Hill, The University of North Carolina Press, 1978.
- Habermas, J. *The Structural Transformation of the Public Sphere*. Cambridge: Polity Press, 1989.
- Hoch, Paul. *Rip off the big game*. New York, Anchor Books, 1972.
- Hornby, Nick. *Fever Pitch*. London, Penguin, 2010.
- Huizinga, Johan. *Homo Ludens: A Study of the Play Element in Culture*. London, Routledge, 2008.
- Hunter, Graham. *Barça: The Making of the Greatest Team in the World*. London, BackPage Press Limited, 2012.
- Iniesta, Andrés. *La jugada de mi vida*. Barcelona, Malpaso, 2016.
- Jenkins, Henry. *Convergence Culture: Where Old and New Media Collide*. New York, New York University Press, 2008.
- Kress, G. R. & van Leeuwen, T. *Reading Images: The Grammar of Visual Design*. London: Routledge, 2006.
- Kuper, Simon. *Football Against the Enemy*. London, Orion Books, 2003.
- Kuper, Simon and Szymanski, Stefan. *Soccernomics*. New York, Nation Books, 2014.
- López-González, Hibaí and Guerrero-Sole, Frederic and Haynes, Richard. "Manufacturing conflict narratives in Real Madrid versus Barcelona football matches", *International Review for the Sociology of Sport*, 2012.
- Marañón, Carlos. *Fútbol y cine. El balompié en la gran pantalla*. Madrid, Ocho y Medio, 2005.
- Martín, Luis and Ballús, Pol. *Cuaderno de Manchester. De cómo y con quién Pep Guardiola conquistó Inglaterra*. Barcelona, Malpaso, 2018.
- Meneses, Juan Pablo. *Niños futbolistas*. Barcelona, Blackie Books, 2013.
- Mitchell, W. J. T. *What Do Pictures Want? The Lives and Loves of Images*. Chicago: University of Chicago Press, 2005.
- Morris, Desmond. *Postures. Body Language in Art*. London: Thames & Hudson, 2019.

- Pasolini, Pier Paolo. *Sobre el deporte*. Barcelona: Contra, 2015.
- Perarnau, Martí. *Senda de Campeones. De La Masia al Camp Nou*. Barcelona, Grup 62, 2011.
- Santacana, Carles. *El Barça i el franquisme: crònica d'uns anys decisius per a Catalunya*. Barcelona, Mina, 2005.
- Sontag, Susan. *On Photography*. London: Penguin, 1977.
- Squires, David. *The Illustrated History of Football*. London, Century, 2016.
- Torres, Diego. *The Special One: The Dark Side of Jose Mourinho*. London, Harper Sport, 2014.
- Valdano, Jorge (ed). *Cuentos de Fútbol*. Madrid, Alfaguara, 1995.
- Verdú, Vicente. *El fútbol. Mitos, ritos y símbolos*. Madrid, Alianza, 1980.
- Villoro, Juan. *Dios es redondo*. Barcelona, Anagrama, 2006.
- Wahl, Grant. *The Beckham Experiment: How the World's Most Famous Athlete Tried to Conquer America*. New York, Random House, 2009.
- Wangerin, David. *Soccer in a Football World: The Story of America's Forgotten Game*. Philadelphia, Temple University Press, 2006.
- Williams, Jean. *Globalising Women's Football*. Peter Lang, 2013.
- Williams, Jean. *A Beautiful Game: International Perspectives on Women's Football*, 2007.
- Wilson, Jonathan. *Inverting the Pyramid: The History of Football Tactics*. London, Orion Books, 2008.
- Wilson, Jonathan. *The Barcelona Legacy: Guardiola, Mourinho and the Fight for Football's Soul*. London, Bonnier Books, 2019.