

Course title: Global Culture and Marketing of Football Club Barcelona

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: None

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.

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 group, thus promoting a collaborative pedagogy where the key issues have to be presented and discussed collectively. Each group will showcase their work in two class presentations (reading based+interview based) and deliver a final ethnographic paper.

Assessment criteria:

The course’s assessment will evaluate the following inputs: a reading group presentation (25%), an ethnographic research project (presentation 25% + paper 40%), and class assignments (10%).

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
- Students will have a ten-minute break after one 1-hour session
- 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: <i>The Illustrated History of Football</i>	CLASS 2 FC Barcelona: History & Sociology I Reading: <i>How Football Explains The World</i>
Week 2	CLASS 3 FC Barcelona: History & Sociology II Reading: <i>Barça, A People's Passion</i> J. Burns	CLASS 4 FC Barcelona: Gameplay & Identity I Reading: <i>Inverting the Pyramid</i> J. Wilson
Week 3	CLASS 5 FC Barcelona: Gameplay & Identity II Reading: <i>Another Way of Winning</i> G. Balagué	CLASS 6 La Masia: Education & Role Models Reading: <i>Senda de campeones</i> M. Perarnau
Week 4	CLASS 7 <i>El Clásico</i> : Politics, Conflict, Nationalism Reading: <i>The Special One</i> Diego Torres	CLASS 8 Ethnographic Project Meetings I
Week 5	CLASS 9 / GROUP READING 1 Football and War, Combat Narratives Reading: <i>Dynamo</i> Andy Dougan	CLASS 10 / GROUP READING 2 Football: Totalitarianism vs. Democracy Reading: <i>Football Against The Enemy</i> S. Kuper
Week 6	CLASS 11 / GROUP READING 3 Football, Hooliganism & Mob Mentality Reading: <i>Among The Thugs</i> Bill Buford	CLASS 12 / GROUP READING 4 Football and Bonding: Being a Fan Reading: <i>Fever Pitch</i> Nick Hornby
Week 7	CLASS 13 Ethnographic Project Meetings II	CLASS 14 / GROUP READING 5 Football and Patriarchy: Gender Gaps Reading: <i>A Beautiful Game</i> Jean Williams
Week 8	CLASS 15 / GROUP READING 6 Football and Children: Miss-Educations Reading: <i>Niños futbolistas</i> J. P. Meneses	CLASS 16 / GROUP READING 7 Football, Wellbeing and Public Policy Reading: <i>Soccernomics</i> Kuper-Szymanski
Week 9	CLASS 17 Football & Storytelling: Hero's Journey Reading: <i>La jugada de mi vida</i> A. Iniesta	CLASS 18 Football & Storytelling: <i>Messi</i> (2014) Reading: <i>Fútbol y Cine</i> Carlos Marañón

Week 10	CLASS 19 Football & Storytelling: Art vs. Results Reading: <i>The Barcelona Legacy</i> J. Wilson	CLASS 20 Football & Storytelling: <i>Offside</i> (2006) Reading: <i>Sport and Film</i> Seán Crosson
Exams	EXAM PERIOD Ethnographic Project Presentations I	EXAM PERIOD Ethnographic Project Presentations II

Last revision: April 18th 2021

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 scheduled)

Recommended bibliography:

- Ball, Phil. *Morbo. The Story of Spanish Football*. London, WSC Books, 2011.
- Balagué, Guillem. *Pep Guardiola. Another Way of Wining*. London, Orion Publishing, 2013.
- Bale, John. *Landscapes of modern sport*. New York: Leicester University Press, 1994.
- Barthes, Roland. *Mythologies*. London, Vintage Classics, 2000.
- 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 Books, 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.
- 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.
- 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.
- 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.
- Kuper, Simon. *Football Against the Enemy*. London, Orion Books, 2003.
- Kuper, Simon and Szymanski, Stefan. *Soccernomics*. New York, Nation Books, 2014.
- López-González, Hibai 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.
- 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.
- 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.