

# **MAKING THE RUGBY WORLD**

## *Race, Gender, Commerce*

TIMOTHY JL CHANDLER, KENT STATE UNIVERSITY  
AND JOHN NAURIGHT, UNIVERSITY OF QUEENSLAND (EDITORS)

Rugby union is a sport in transition, and its future is far from clear. Recent developments such as professionalization, globalization and the Rugby World Cup have altered the game forever but, as this volume shows, the process of change has been going on for over a century. This sequel to Nauright and Chandler's widely acclaimed *Making Men: Rugby and Masculine Identity* seeks to understand what has happened to rugby as it has moved from the realm of the English public school to the global realm dominated by Rupert Murdoch and other media entrepreneurs. It explores rugby and issues of race in the Empire/Commonwealth, rugby in non-British societies, women's rugby, homophobia and rugby, and nationalism and rugby before turning to the massive impact that globalization, professionalization and commercialization have had on the sport.

The authors see rugby's transformation less as the funeral of the past and more as a slow erosion of the old amateur order. Far from rushing to condemn the forces reshaping rugby, they stress that we must understand the complex interrelationships between the sport and the forces surrounding it if we are to have any chance of shaping its future.

Contents:

**Of Warriors and Blokes: The Problem of Maori Rugby for Pakeha Masculinity in New Zealand** *Malcolm MacLean* ❖ **Rugby, Carnival, Masculinity and Identities in 'Coloured' Cape Town** *John Nauright* ❖ **Recognition through Resistance: Rugby in the USA** *Timothy JL Chandler* ❖ **Learning to be a Man: French Rugby and Masculinity** *Thierry Terret* ❖ **Rugby: The Game for 'Real Italian Men'** *Gherardo Bonini* ❖ **High School Rugby and the Construction of Masculinity in Japan** *Richard Light* ❖ **Crossing the Line: Women Playing Rugby Union** *Alison Carle & John Nauright* ❖ **The Global Union: Globalization and the Rugby World Cup** *Brett Hutchins & Murray Phillips* ❖ **Professionalism, Commercialism and the Rugby Club: The Case of Pontypridd RFC** *P David Howe* ❖ **Recapturing the Moment? Global Rugby, Economics and the Politics of Nation in Post-Apartheid South Africa** *Douglas Booth* ❖ **Conclusion: A Rugby World or Worlds of Rugby?** *John Nauright & Timothy JL Chandler*

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- Uses a variety of case studies on elite labour migration, media sport, sports industry and the environment, sport, politics and national identity.

Modern sport has become a global phenomenon. Major sporting events like the Olympics and World Cup are organised on a global scale and watched by millions throughout the world. But the impact of sport is global in other ways too, as it affects political relations, national prestige, and policies on education and health. Contrasts between sports across different societies have diminished, yet a growing diversity of sports cultures are available to people of different nations. In his major new work, Joseph Maguire develops a path-breaking account of sport in a global context, examining the changing nature of sport in relation to globalisation. He develops an original theoretical perspective on sport and globalization, drawing on the work of Elias and others to develop a five-stage model of the emergence and global diffusion of modern sport. Global Sport draws on a range of international case studies - from Britain, Australia, and North America - on elite labour migration, media sport, sports industry and the environment, sport, politics and national identity. Maguire analyses the existing balance of power in the global sport process, and highlights the dynamics which will power its future. This book will appeal to second- and third-year undergraduates and postgraduates in sociology, media and cultural studies, social history and geography, and to students on courses on sport and leisure at Higher Education colleges and universities.

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