

promoted. Further, the insights Artaud presented may help explain the continued enthusiasm for sport demonstrated by people throughout the world. The paper will offer insights into how performance theory may be productively used to evaluate and understand the development and trajectory of modern sport and, hopefully, raise further questions about the role and function of sport in modern societies and cultures.

Don Morrow

University of Western Ontario

Moaning, Shoveling and Reeling: An Analysis & Synthesis of Early 20th Century Canadian Sporting Journalism

This paper synthesizes research, presentations and publications the author has done over the past 10 years on specific sport journalists and their roles in promoting sport in Canada during the early twentieth century. The purpose of the paper is to examine the nature and function of sport journalism as it evolved between the two world wars. To date, no one has undertaken such a comprehensive analysis of sport journalism in Canada; this analysis is part of ongoing research into the form and function of sport journalism. The evidence used will be newspapers and popular magazines (such as MacLean's) printed and published primarily in central Canada. The argument is that journalists both shaped and reflected the development of sport during this period of time. Using content analysis, the paper will show journalists' roles in that and reflecting process in the context of the cultural and sporting times.

Amanda Schweinbenz

University of British Columbia

Smile for the Camera: Media Feminization of Women Athletes at the 1932 Olympic Games in Los Angeles

This paper examines how newspaper coverage of the 1932 Olympic Games in Los Angeles selectively reported on women athletes in ways that "feminized" them and thereby authorized their performance in events that otherwise might have been interpreted as too "masculine," given the social mores of the time. This coverage extended a news formula that had commenced in the