

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.

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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.

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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

early 1900s when women had first become involved in the Olympics as athletes. In 1932, however, women were formally accepted into the Olympic program and were beginning to challenge social stereotypes of gender-appropriate sports, which put added pressure on the newspapers to find ways to explain their performance.

Victorian sentiments about the appropriate values of sport were still strong in the early 1900s. In the views of many administrators, educators and members of the press, sport was still a male preserve and was intended for the celebration of male athleticism and manliness. Women athletes were perceived as an awkward, oftentimes unwanted, addition to this domain. The founder of the modern Olympics, Pierre de Coubertin, resisted women's athletic participation in the Olympic Games for his whole life, although he was quite happy to have women serve as an audience for men's achievements. In his now famous quote, de Coubertin stated that the "Olympic Games must be reserved for men... [for] the solemn and periodic exaltation of male athleticism with internationalism as a base, loyalty as a means, arts for its setting, and female applause as reward." Nevertheless, in 1900 women participated in several "gender appropriate" events and subsequently lobbied for greater inclusion until they were permanently accepted on the Olympic program in 1932.

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Sport in Erotic Sportswomen in Erotic Photos in France Annees Folles

In his The Erotic in Sports, Allen Guttman considered an unusual topic regarding the relations between sport and gender, by stressing the place erotic historically took in sport. The opposite way could be investigated too – the use, place, and forms of sport in the history of erotic and pornography. This question will be discussed in the particular context of the French Annees folles (Twenties), at a time when the society was clearly male dominated and when pornographic/erotic photos of nude women began to be exchanged and sold in some cafes or brothels. A corpus of 1000 erotic photos was studied, among them 65 showed undressed sportswomen. In general, various topics were used in these series in order to reinforce the excitation of the buyer, but most of these