



The Impact of the 2012 Olympic and Paralympic Games

Other Palgrave Pivot titles

Felicity Kelliher and Leana Reinl: Green Innovation and Future Technology: Engaging Regional SMEs in the Green Economy

Brian M. Mazanec and Bradley A. Thayer: Deterring Cyber Warfare: Bolstering Strategic Stability in Cyberspace

Amy Barnes, Garrett Brown and Sophie Harman: Global Politics of Health Reform in Africa: Performance, Participation and Policy

Densil A. Williams: Competing against Multinationals in Emerging Markets: Case Studies of SMEs in the Manufacturing Sector

Nicos Trimikliniotis, Dimitris Parsanoglou and Vassilis S. Tsianos: Mobile Commons, Migrant Digitalities and the Right to the City

Claire Westall and Michael Gardiner: The Public on the Public: The British Public as Trust, Reflexivity and Political Foreclosure

Federico Caprotti: Eco-Cities and the Transition to Low Carbon Economies

Emil Souleimanov and Huseyn Aliyev: The Individual Disengagement of Avengers, Nationalists, and Jihadists: Why Ex-Militants Choose to Abandon Violence in the North Caucasus

Scott Austin: Tao and Trinity: Notes on Self-Reference and the Unity of Opposites in Philosophy

Shira Chess and Eric Newsom: Folklore, Horror Stories, and the Slender Man: The Development of an Internet Mythology

John Hudson, Nam Kyoung Jo and Antonia Keung: Culture and the Politics of Welfare: Exploring Societal Values and Social Choices

Paula Loscocco: Phillis Wheatly's Miltonic Poetics

Mark Axelrod: Notions of the Feminine: Literary Essays from Dostoyevsky to Lacan

John Coyne and Peter Bell: The Role of Strategic Intelligence in Law Enforcement: Policing Transnational Organized Crime in Canada, the United Kingdom and Australia

Niall Gildea, Helena Goodwyn, Megan Kitching and Helen Tyson (editors): English Studies: The State of the Discipline, Past, Present and Future

Yoel Guzansky: The Arab Gulf States and Reform in the Middle East: Between Iran and the "Arab Spring"

Menno Spiering: A Cultural History of British Euroscepticism

Matthew Hollow: Rogue Banking: A History of Financial Fraud in Interwar Britain

Alexandra Lewis: Security, Clans and Tribes: Unstable Clans in Somaliland, Yemen and the Gulf of Aden

Sandy Schumann: How the Internet Shapes Collective Actions

palgrave▶pivot

The Impact of the 2012 Olympic and Paralympic Games: Diminishing Contrasts, Increasing Varieties



Edited by

Kevin Dixon

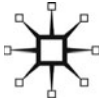
Teesside University, UK

and

Tom Gibbons

Teesside University, UK

palgrave
macmillan



Selection, introduction, conclusion and editorial matter © Kevin Dixon and Tom Gibbons 2015
Individual chapters © Respective authors 2015
Softcover reprint of the hardcover 1st edition 2015 978-1-137-40507-4

All rights reserved. No reproduction, copy or transmission of this publication may be made without written permission.

No portion of this publication may be reproduced, copied or transmitted save with written permission or in accordance with the provisions of the Copyright, Designs and Patents Act 1988, or under the terms of any licence permitting limited copying issued by the Copyright Licensing Agency, Saffron House, 6–10 Kirby Street, London EC1N 8TS.

Any person who does any unauthorized act in relation to this publication may be liable to criminal prosecution and civil claims for damages.

The authors have asserted their rights to be identified as the authors of this work in accordance with the Copyright, Designs and Patents Act 1988.

First published 2015 by
PALGRAVE MACMILLAN

Palgrave Macmillan in the UK is an imprint of Macmillan Publishers Limited, registered in England, company number 785998, of Houndmills, Basingstoke, Hampshire RG21 6XS.

Palgrave Macmillan in the US is a division of St Martin's Press LLC, 175 Fifth Avenue, New York, NY 10010.

Palgrave Macmillan is the global academic imprint of the above companies and has companies and representatives throughout the world.

Palgrave® and Macmillan® are registered trademarks in the United States, the United Kingdom, Europe and other countries.

ISBN: 978-1-137-40508-1 PDF

ISBN 978-1-349-48759-2 ISBN 978-1-137-40508-1 (eBook)

DOI 10.1057/9781137405081

A catalogue record for this book is available from the British Library.

A catalog record for this book is available from the Library of Congress.

www.palgrave.com/pivot

Contents

Acknowledgements	vi
Notes on Contributors	vii
1 Introduction <i>Kevin Dixon and Tom Gibbons</i>	1
2 The 2012 Paralympics and Perceptions of Disability in the UK <i>Stuart Braye, Kevin Dixon and Tom Gibbons</i>	15
3 The GB Football Team for London 2012: What's All the Fuss About? <i>Tom Gibbons, Kevin Dixon and Stuart Braye</i>	35
4 London 2012: The Women's Games? Examining the Photographic Evidence <i>Amy Godoy-Pressland and Gerald Griggs</i>	56
5 A Critical Examination of the London 2012 Legacy <i>Mike McGuinness</i>	72
6 Conclusion: Diminishing Contrasts, Increasing Varieties <i>Tom Gibbons and Kevin Dixon</i>	94
Index	108

Acknowledgements

We would like to extend our gratitude to the authors of the four main chapters (2–5) that make up the bulk of this book for allowing us to use their original contributions. We would also like to thank the publishers, Palgrave Macmillan, for assisting us at every stage of developing the manuscript for publication and for their patience whilst we completed the final editing process. Finally, we thank the publishers of the following material for granting permission to reuse aspects of the work:

► Gibbons, T. (2014) *English National Identity and Football Fan Culture: Who Are Ya?* Surrey, Ashgate.

Godoy-Pressland, A. and Griggs, G. (2014) Photographic Representation of Female Athletes in the British Print Media during the London 2012 Olympic Games. *Sport in Society*, 17 (6), 808–823.

Notes on Contributors

Stuart Braye is Senior Lecturer in Sports Studies at Teesside University, UK. He has published articles on the sociology of sport and disability in academic journals, including *Disability & Society*, *Journal of Disability & Religion* and *Sociological Research Online*. Stuart's current research is focused on interviewing retired Paralympic athletes about equality for disabled people in the UK. He is also exploring further research related to disability and Christianity.



Kevin Dixon is Senior Lecturer in Sports Studies at Teesside University, UK. He specializes in the sociological study of football and is the author of *Consuming Football in Late Modern Life* (2013). Kevin has also published research articles spanning topics, such as celebrity, ethnicity, disability, gender, hooliganism, cycling sub-cultures and social theory in relation to sport. In his most recent project, Kevin is co-editor (with Professor Ellis Cashmore) of *Studying Football* to be published in 2015.

Tom Gibbons is Senior Lecturer in Sports Studies at Teesside University, UK. He is the author of *English National Identity and Football Fan Culture: Who Are Ya?* (2014), and he has published articles on the sociology and history of sport in a range of academic journals. Tom's research interests revolve around English/British national identity, globalization, fandom, media, disability, Christianity, football and qualitative research methods. He is currently working on a co-edited text (with Dr Dominic Malcolm) on the relationship between contemporary English national identity and sport.

Amy Godoy-Pressland is Lecturer in Education in the School of Education and Lifelong Learning at the University of East Anglia, UK. Amy has published articles on the media representation of sport and the sociology of sport in a range of academic journals, including *Leisure Studies*, *Sport in Society* and *Media, Culture and Society*. Her research interests revolve around issues of gender equality in sports institutions, the media representation of sport, sports commentators and the production of sports media, gender and leisure, the sociology of sports clothing, university sports culture and feminist approaches to research methods.

Gerald Griggs is Senior Lecturer in Physical Education and Sports Studies in the Faculty of Education, Health and Well Being at the University of Wolverhampton, UK. He is the author of *An Introduction to Primary Physical Education* (2012) and has published articles on both physical education and the sociology of sport in a range of academic journals. Gerald's research interests revolve around primary physical education, sub-cultures, alternative sports, ultimate frisbee, media representations of sport and qualitative research methods, with a special interest in ethnography.

Mike McGuinness is Senior Lecturer in Sports Studies at Teesside University, UK. He has published in the areas of sport and popular music and statues and memorials in sport. Previously, he also published on the impact of European integration on identity. His research and teaching interests are sport and popular culture (comics and ephemera), the history of sport (especially the Spanish Civil War and sporting participants) and sport and identity (especially English identity).