



The Narrative of Sport

Themes, Stories, Authors, Perspectives

28th Congress of the
European Committee for Sports History

3-5 September 2025
University of Salerno – Campus of Fisciano

Abstract Book



European Committee for Sports History (2025). *The narrative of sport. Themes, stories, authors, perspectives. Abstract book*. Fisciano: ICSR Mediterranean Knowledge.

ISBN online: 9788899662158

Book available on www.cesh2025.com



The Narrative of Sport

Themes, Stories, Authors, Perspectives

28th Congress of the
European Committee for Sports History

University of Salerno – Campus of Fisciano
3-5 September 2025

Abstract Book

Index

Organizing Committee.	p.5
Scientific Committee.	p.6
Programme.	p.7
Keynote speech. Grégory Quin: Outside the Gym Hall: Outdoor sports and their several narratives	p. 19
Plenary Session. Military dictatorship, repression and the desaparecidos/as in Argentinian Football. The role of the “Comisiones de derechos humanos”	p. 20
Session A1 The portrayal of sport in literature	p. 23
Session A2 Figurative arts and other media	p. 29
Session A3 The narrative of Women Sport	p. 34
Session B1 I Giochi Paralimpici e la narrazione delle disabilità: identità, corpi e rappresentazioni	p. 39
Session B2 Sport Icons in Europe	p. 44
Session B3 Pre-modern play and sport, between narratives and metanarratives	p. 49
Session B4 The periodical press in the world	p. 53
Session C1 The narrative of sport in Latin America	p. 57
Session C2 Sport in audiovisual media	p. 62
Session C3 Former USSR and Turkey	p. 67
Session C4 Telling the Story of Sport in Central and Eastern Europe	p. 72
Session D1 General analysis about the narrative of sports	p. 78
Session D2 The periodical press in Italy	p. 84
Session D3 Martial arts and traditional games	p. 89
Session E1 Sports managers and sports rules	p. 93
Session E2 Winter Sports and Orienteering	p. 97
Session E3 The periodical press in France	p. 101
Session F1 Italian Stories	p. 105
Session F2 Sports and International Relations	p. 110

Organizing Committee

Erminio Fonzo (Università di Salerno - Coordinator)

Anna Avallone (Università di Salerno)

Tommaso Begotti (Società italiana di storia dello sport)

Federico Cantoni (Università di Salerno)

Simona Castellano (Università di Salerno)

Valentina D'Auria (Università di Salerno)

Deborah Guazzoni (Società italiana di storia dello sport)

Matteo Monaco (Società italiana di storia dello sport)

Martina Paterna (Università di Salerno)

Scientific Commitee

- Evangelos Albanidis (Democritus University of Thrace)
Fabien Archambault (Université de Paris 1)
Eleonora Belloni (Università di Siena)
Daphné Bolz (Université de Rouen Normandie)
Francesco Bonini (Università Lumsa, Roma)
Nico Bortoletto (Università di Teramo)
Florence Carpentier (Université de Rouen Normandie)
Pascal Charitas (Université Paris-Nanterre)
Pompiliu-Nicolae Constantin (University of Ph. Ed. and Sports)
Giuseppe D'Angelo (Università di Salerno)
Paolo Diana (Università di Salerno)
Paul Dietschy (Université de Franche-Comté)
Patrizia Dogliani (Università di Bologna)
Giovannipaolo Ferrari (Università di Salerno)
Erminio Fonzo (Università di Salerno)
Lucie Forté (Université Toulouse III Paul Sabatier)
Sergio Giuntini (Società italiana di Storia dello sport)
Carine Guerandel (Université de Lille)
Mike Huggins (University of Cumbria)
Honorata Jakubowska (Adam Mickiewicz University, Poznań)
Rahul Kumar (Universidade Nova de Lisboa)
Enrico Landoni (Università eCampus)
Andra Plesa (Tibiscus University of Timișoara)
Alessandro Porrovecchio (Université du Littoral Côte d'Opale)
Kamil Potrzuski (Józef Piłsudski Univ. of Physical Education)
Nicola Sbetti (Università di Bologna)
Daniele Serapiglia (Universidad Complutense de Madrid)
Juan Antonio Simón Sanjurjo (Univ. Politécnica de Madrid)
Francesca Tacchi (Università di Firenze)
Angela Teja (Società italiana di storia dello sport)
Mario Tirino (Università di Salerno)
Lorenzo Venuti (Università di Bologna)

Programme

Wednesday 3 September

09,30, Welcome Address. Room 1 (Plenary Session)

10,30. Parallel Sessions A

A1 The portrayal of sport in literature. Room 1

Chair: Andrea Marino

Thomas Bauer, *From Stadium to Writing: The Fictional Dive of Bernard Chambaz*

Alexis Tadié, *'Thinking about the Dead': Football, Trauma, and Memory in David Peace's Munichs*

Michał Mazurkiewicz, *The Beauty and Cultural Significance of Sports Poetry. Selected Cases (Polish Poetry and Other Examples)*

Mario Tirino, *Sport Heroism and the Mediatization of Sports in Italian Literature: the Cases of Buzzati, Bianciardi, and Soldati*

A2 Figurative arts and other media. Room 12

Chair: Eleonora Belloni

Gherardo Bonini, *A "Sixty-eight" for the Italian albums of sport stickers? Graphic and contents 1966-1977*

Edoardo Molinelli, *Between the "New Man" and the Avant-Garde: the figurative Aesthetics of Workers' Sport Games*

Daniel Malanski, *The Cold War and the Emergence of a New Theatrical Genre in the Summer Olympic Ceremonies (1980-1988)*

María Eugenia García-Sottile, Isabella Scursatone, *Dare forma a un simbolo. L'immagine della colomba della pace nella comunicazione delle cerimonie Olimpiche*

A3 The narrative of women sport. Room 13

Chair: Juan Antonio Simón Sanjurjo

Gonzalo Ramírez Macías, *Women's sport in the Andalusian press during the transition and consolidation of democracy (1975-1986)*

Concepción E. Tuero del Prado, *La cultura física femenina en la literatura especializada en la España decimonónica*

Ileana Gabriela Szasz, *Emancipation and Restriction: Women's Football in Socialist Romania as a Reflection of State Ambivalence*

Sandy Montañola, *Jeux olympiques: quelle mise en récit de l'égalité de genre?*

13,00 Lunch

14,00 Parallel Sessions B

B1 The Paralympic Games and the narration of disabilities: identity, bodies, and representations. Room 1

Chair: Alessandro Porrovecchio & Paolo Diana

Alessandra Palermo, *Il racconto paralimpico su TikTok: la strategia social del Comitato Italiano Paralimpico a Parigi 2024*

Luciana Taddei, Luca Bianchi, Marta Candussi, Luca Grion, Ilaria Primerano, *Baskin as a Strengthened of Social Networks and Well-Being: Growth, Regional Disparities, and Policy Challenges*

Valentina D'Auria, Anna Avallone, *"Il bello dello sport è che ti fa fare cose che non pensavi di essere capace di fare": un'analisi del contenuto sulla narrazione mediatica del sé degli atleti paralimpici italiani*

Giovannipaolo Ferrari, *Paralympic athletes and digital activism: opportunities and perspectives*

B2 Sport Icons in Europe. Room 12

Chair: Lorenzo Venuti

Raphaël Benbouhou, *The rise of the 'Napoleon of football'. The construction of a French sporting celebrity in Spain through pocket edition: Raymond Kopa*

Pavĺína Vostatková, Marek Waic, *Four athletic stars in four epochs of Czechoslovak and Czech sport*

Andra Plesa, *Media construction of Sports National Heroes and its influence of the Romanian people*

Maria Eugenia Garcia Sottile, Laura Ruiz-Sanchis, Julio Martin-Ruiz, Alessandra Caldera, *Media, memory and presence of Spanish medallists in the history of Paralympic Fencing*

B3 Pre-modern play and sport, between narratives and metanarratives. Room 13

Chair: Nicola Sbeti

Umberto Cecchinato, *Competition and Honour in Italian Early Modern Sport Narratives*

Alessandra Rizzi, *Ludica, 30 years of storytelling about games and sport: Antiquity and the Middle Ages.*

Alessandro Arcangeli, *Ludica, 30 years of storytelling about games and sport: Renaissance and early modern period*

Diva Di Nanni, *Aspects of ancient sports practice in the agonistic literature of the imperial age: Pausanias, Lucianus and Philostratus*

B4 The periodical press in the world. Room 14

Chair: Daniele Serapiglia

Stanley Keith Arnold, *To Win Our Own!: The African American Press, the Olympics and Civil Rights, 1900-1948*

Wenjing Cheng, Tomoaki Seki, *Self- and Other-Portrayal of Japan's National Image in Tokyo Olympics Coverage through the Perspective of Critical Metaphors: The Case of The Japan News and The Times*

Magdalena Zmuda Palka, *The origins of the Polish sports press*

Szymon Beniuk, *Defining the Role of Football Spectators: The Image of Fans in Polish Sports Press of the Interwar Period*

16,00 Coffee break

16,30 Plenary Session. Room 1

Military dictatorship, repression and the desaparecidos/as in Argentinian football. The role of the "Comisiones de Derechos Humanos" of football clubs

Chair: Rosa Maria Grillo

Introduction: Oscar Marasca & Angel Claudio Marasca

Gustavo Veiga, *Hinchas. Socios del Club Boca Juniors Detenidos desaparecidos durante la dictadura militar argentina. La Comisión de Derechos Humanos del Club Atlético Boca Juniors y la búsqueda de memoria, verdad y justicia*

Rodrigo Daskal, *Clubes, Memoria y Derechos Humanos: la Comisión de Derechos Humanos del Club Atlético River Plate*

Discussant: Alejandro Veiga, Walter Bosisio

Thursday 4 September

9,00 Parallel Sessions C

C1 The narrative of sport in Latin America. Room 1

Chair: Giuseppe D'Angelo

Onésimo Rodríguez Aguilar, *"They are the fancy part of the supporters' group". Relationships Between Cultura Saprissa and La Ultra Morada*

Philippe Vonnard, *Between "mountain fraternity" and economic diplomacy. The development of mountaineering tourism in the Andean Peru through the "Alpes-Andes project" (1970s-1990s)*

Livia Goncalves Magalhaes, Sergio Settani Giglio, *Connected stories: Stadiums as concentration/detention camps in Madrid (1939), Niterói (1964), and Santiago de Chile (1973)*

Lucas Nascimento de Mattos, *La importancia de los periódicos para determinar topónimos urbanos: el caso del "Centro" de Río de Janeiro y la fundación del CR. Vasco da Gama (1898)*

C2 Sport in audiovisual media Room 12

Chair: Gherardo Bonini

Lucie Hémeury, *La construction cinématographique d'une icône sportive: le biopic "Fangio, el demonio de las pistas" (Argentine, 1950)*

Juan Carlos Fernández Truan, *Narrativa Cinematográfica del Cine Deportivo Español en el Siglo XX*

Mario Tirino, Simona Castellano, *Football Celebrities and Media: How the Evolution of the Media (eco)system has Affected the Stars' Celebrity Capital and Self-Narratives*

Sara Virnicchi, *Tokyo 1964: The First Worldwide Olympic Broadcast and the Television Mediatization of Sports*

C3 Forme USSR and Turkey. Room 13

Chair: Andrea Franco

Lassi Jyrkkiö, *The Evolution and Endurance of the Soviet Myth of Kyiv's 'Death Match' from World War II to Russo-Ukrainian War*

Anna Prikhodko, *The Kyiv Olympics of 1913 Based on Local Periodical Press*

Octavian Țîcu, *Efim Josanu and the Moldovan Olympic movement: A history of transition from Soviet Union to Independence*

Ozzy 'Oğuzhan' Keleş, *Greek vs. Turk: The 'Greatest Weightlifting Battle' – Valerios Leonidis and Naim*

*Süleymanoğlu at the 1996 Atlanta Olympics Beyond the
Imia/Kardak Crisis*

C4 Telling the story of sport in Central and Eastern Europe.
Room 14

Chair: Ileana Szasz

Bogdan Popa, *Shifting Perspectives: How Politics Defined
Sports Storytelling in 20th Century Romania*

Pompiliu-Nicolae Constantin, *Sports Journalists of Romania:
How Their Role Has Transformed Over the Past Century*

Lorenzo Venuti, *Informal ambassadors: the role of Hungarian
coaches in Italy in the first phase of the Cold War*

Gabriel Arnautu, Eugen Bota, *An analysis of Constantin Lache's
impact on collegiate handball*

Kamil Potrzuski, *The concept of 'Olympic Games Warsaw 2012'
in the Polish press of the 1990s*

11,00 Coffee break

11,00 Meeting of the CESH Fellows. Room 12

11,30 Parallel Sessions D

D1 General analysis about the narrative of sports. Room 1

Chair: Mario Tirino

Masamichi Aihara, Tomoaki Seki, *Historical Perspective on
Sports Facilities in Society*

Jürgen Mittag, *The Evolution of the Concept of “Autonomy of Sport” as a Core Narrative of Sport Politics*

Jean Bréhon, Noémie Beltramo, *Ego-histoires des historiens du sport en France: une mise en récit singulière?*

Leonardo Masone, *L’atletismo spartano: alti e bassi tra questioni sociali, politiche e culturali*

Rosaria Leonardi, *Donna, sportiva e cattolica. Lo sport femminile tra “Famiglia Cristiana” e “Stadium”*

D2 The periodical press in Italy. Room 12

Chair: Claudio Azzara

Carmine Marino, *Turbocampionato: gli anni d’oro della Serie A sulle pagine del «Guerin Sportivo»*

Giacomo Maddaloni, *Tradizione positiva o «fenomeno barbarico e moderno»? Lo sport nella visione di Strapaese*

Joonas Kananen, *Football in Fascist Italy and complex roles of journalists*

Claudio Mancuso, *Vetrine, cimeli e slogan. Forme narrative del discorso sportivo nel ventennio fascista*

Gábor Andreides, *Weisz and his companions: journalism, the language of the sport press and Hungarian non-professional correspondents in Italy in the 1920s and 1930s*

D3 Martial arts and traditional games Room 13

Chair: Matteo Monaco

Mickael Langlois, *Legitimizing the Vietnamese martial arts community: from oral transmissions to the writing of an intangible patrimony*

Simona Petracovschi, *Karate during Communism Romania: the history of ban*

Ramiro Cabañes Martínez, *The Jai Alai presence and evolution in the Shanghai local and foreign newspapers, 30s and 40s.*

Anamaria Pautu, Domokos Martin, *Oina between tradition and nationalism in communist Romania*

14,00 Lunch

15,00 Meeting of CESH members. Room 1

16,30 Parallel Sessions E

E1 Sports managers and sports rules. Room 1

Chair: Deborah Guazzoni

Gianluca Sorrentino, *Une réglementation contre les nouveaux flux financiers? L'introduction du licensing dans le football professionnel suisse dans les années 1990*

Arnd Krüger, *Is opportunism a human right? The case of the Guido von Mengden*

Noé Varrin, *Les sommets de la politique ou la politique des sommets? Roger Bonvin (1907-1982) un président de la Confédération Suisse entre deux cimes*

E2 Winter sports and orienteering. Room 12

Chair: Enrico Landoni

Grégory Quin, *Leading international ski beyond "White Gold". How Marc Hodler transformed alpine skiing in a commercial and a geopolitical success*

Domokos Cerasela, Arsenia Nada, *Evolution of Orienteering in Romania*

Juliane Lanz, *Dreaming of high mountains... the portrayal of hiking, climbing and mountaineering in the GDR*

E3 The periodical press in France. Room 13

Chair: Fabien Archambault

CollectifMediSJeux, *Entre dissimulation et starification. Ce que Le Petit Quotidien montre du football aux enfants de 6-10 ans*

CollectifMediSJeux, *La mise en récit des coupes du monde de football dans Le Petit Quotidien: une différenciation selon le genre (2010-2019)*

Joseph Coentin, *102 points à 48: le récit dans la presse française de l'humiliation tricolore face à l'athlétisme allemand lors de la rencontre du 15 septembre 1935*

18,30 Transfer to Salerno

20,00 Social Dinner at the Restaurant "Pizza Più", Lungomare Trieste 24, Salerno

Friday 5 September

09,30 Plenary Session. Room 1

Keynote Speech. Grégory Quin: *Outside the Gym Hall: Outdoor sports and their several narratives*

11,00 Coffee break

11,30 Parallel Sessions F

F1 Italian stories. Room 13

Chair: Alfonso Conte

Vincenzo Cassarà, *From Marginality to Redemption: The Media Narrative of Palermo Football Club Between Sporting Periphery and Urban Identity (1974-2022)*

Saverio Battente, *La narrazione della pallacanestro in Italia*

Elia Fiorenza, *Gigi Marulla: un'icona del Cosenza tra sport e identità economica*

Nicola Sbetti, *Come giocava il Grande Torino? L'influenza della tragedia di Superga nella narrazione dello stile calcistico della squadra capitanata da Valentino Mazzola*

Deborah Guazzoni, *Sports Narrative in Italian Sports Museums*

Andrea Franco, *Il primo lampo azzurro sugli sci stretti. La vicenda di Marcello De Dorigo, fra successi e dolori*

F2 Sports and international relations. Room 14

Chair: Daphné Bolz

Arthur Malé, *L'exploration sportive au service des relations diplomatiques (années 1950). L'exemple des conquêtes polaires, himalayennes et sous-marines*

Pascal Charitas, Sandra Seyssel, Cyril Polycarpe, *Les XIVE Jeux du Pacifique à Nouméa (Nouvelle-Calédonie) entre réconciliation, valorisation et influence française indopacifique: le calme avant la tempête? (2011)*

Martin Klement, *Czech athletes refugees after the 1948 coup*

Josef Podloucký, *The Development of Olympic Philosophy and Multisport Games in North Africa in the 20th Century*

Christian Saleh Hajj, Kilian Mousset, Guillaume Bodet, *The Evolution of Criteria for Olympic Sport Recognition (1896-1992)*

Erminio Fonzo, *The International Sports Relations of the Gioventù italiana del Littorio (1937-1943)*

14,00. Lunch and final greetings

Keynote Speech

GRÉGORIE QUIN

Outside the Gym Hall: Outdoorsports and their several narratives

As historiography undergoes an environmental turn, we believe it is essential to examine the environmental issues surrounding the long-term development of sports infrastructure, focusing in particular on various outdoor activities. From skiing, which is both a symbol of freedom and often a scar on the mountains, to the highly confined sport of bobsleigh and its tracks integrated into sliding centres, but also mountaineering and trail running, whose proximity between valleys and peaks is not always obvious, the range of activities covered is as wide as possible. In fact, we also want to take into account the links that these practices can have with the dynamics of tourism, especially in societies undergoing a process of metropolisation that tends to distance inhabitants from the nature and the opportunity to practice outdoor sports. Based on our knowledge of the Swiss sports system, located at the crossroads of Europe in terms of social, cultural and political influences, we aim to highlight the convergences and divergences between the narratives accompanying outdoor activities, which are crystallised in infrastructure projects that go far beyond traditional gyms. Furthermore, through our analysis, we also aim to highlight the political cultures surrounding particular sports and the institutions that govern them.

Plenary Session

Military dictatorship, repression and the desaparecidos/as in Argentinian football. The role of the “Comisiones de Derechos Humanos” of football clubs

GUSTAVO VEIGA

Hinchas. Socios del Club Boca Juniors detenidos desaparecidos durante la dictadura militar. La Comisión de Derechos Humanos del Club Atlético Boca Juniors y la búsqueda de memoria, verdad y justicia

En la Argentina hay 220 deportistas desaparecidos y asesinados por la última dictadura (1976/1983) según el último registro serio de 2019. También centenares de socios e hinchas de clubes víctimas del terrorismo de Estado. En las últimas dos décadas, las instituciones deportivas, sobre todo de fútbol, comenzaron a homenajearlos. En actos, charlas, con la restitución de sus carnets de socios, todos ellos han sido homenajes por memoria, verdad y justicia en los que a menudo participan organismos de Derechos Humanos.

Se ha creado una nueva agenda de temas que producen sentido en una dirección que jamás se había transitado hasta este siglo. Desde las comisiones o subcomisiones de DDHH de clubes, la Coordinadora de DDHH del Fútbol Argentino, la Coordinadora de Hinchas, la Coordinadora sin Fronteras de Fútbol Feminista y otros espacios se realizan políticas de comunicación que esclarecen nuestro pasado.

Las consecuencias trágicas de la dictadura están entre esos asuntos que además trascienden hacia las políticas de género, del deporte entendido como derecho humano, de la asistencia social destinada a sectores pobres o indigentes a donde no llega el Estado y de un sistema educativo propio que se expresa en la numerosa cantidad de escuelas, institutos terciarios y hasta universidades con orientación deportiva en esos mismos clubes.

En ese contexto, Boca Juniors, uno de los dos clubes más populares de Argentina, hizo su propia contribución. Rindió tributo a la memoria de sus socios e hinchas desaparecidos y lo sigue haciendo hasta hoy. Además desarrolla una nutrida agenda de contención social en su barrio, destinada a escuelas, familias que no pueden pagar la cuota social y cuyos hijos son becados para acceder al deporte y la recreación. Los clubes son en la Argentina mucho más que un lugar para hacer deporte. Son además espacios de cultura y de memoria para explicar su propio pasado.

RODRIGO DASKAL

Clubes, Memoria y Derechos Humanos: la Comisión de Derechos Humanos del Club Atlético River Plate

Los clubes en Argentina tienen ciertas características particulares: son asociaciones civiles sin fines de lucro, sus “dueños” son sus socios y socias, tienen carácter democrático y desarrollaron históricamente el deporte en el país a partir de ser clubes polideportivos, culturales y sociales. En ese marco, pueden ser analizados como parte del capital social de una sociedad, y su entramado en ella les otorga un espacio muy importante en términos de asociativismo y debido al rol social que desempeñan. Desde hace algunas décadas, sus hinchas y socios realizan de manera informal y formal actividades relacionadas con los derechos humanos y muchos clubes incorporaron oficialmente comisiones de derechos humanos, como es el caso del Club Atlético River Plate, cuya Comisión de Derechos Humanos lleva adelante acciones en el plano de las políticas de memoria, verdad y justicia, y también otras enmarcadas en lo que se denominan “nuevos” derechos humanos. Entre otras actividades, resulta central la identificación de personas detenidas-desaparecidas durante la dictadura cívico-militar 1976/83 que eran al momento de su secuestro y desaparición socios de la institución, poniendo en

foco el tipo de vínculo cotidiano que tenían con ella –la “fortaleza de los lazos débiles”- y realizando un homenaje público con sus familiares y amigos.

Session A1

The portrayal of sport in literature

THOMAS BAUER

From Stadium to Writing: The Fictional Dive of Bernard Chambaz

By publishing “Plonger” in 2011, Bernard Chambaz follows in the footsteps of Jean Echenoz, who had released a sports novel three years earlier, “Courir” (To Run), with a title in the infinitive. However, unlike his predecessor, who revisited the myth of Czechoslovak champion Emil Zátopek under the banner of a running machine, Chambaz decodes the psychological distress of a famous German goalkeeper: Robert Enke. Through a series of flashbacks and a precise countdown, he recounts the final hours of this athlete’s life, lived between November 9 and 10, 2009, when the country was celebrating the 20th anniversary of the fall of the Berlin Wall. By superimposing a personal tragedy with a historical event, he offers a “poignant text,” blending poetry and politics, and thereby elevates this goalkeeper to the pantheon of fictional champions. Yet, his approach strays from the beaten path. Departing from a traditional bio-fiction, chronological and anchored in facts (or from a classic biography like that of Ronald Reng), he focuses instead on the state of mind that might have overtaken the footballer. The choice of subject, which the reader discovers through the book’s inner flap, is not without significance, reflecting a personal, even intimate, process. Indeed, the story of Robert Enke resonates with that of Bernard Chambaz himself, and this is why Chambaz is so adept at portraying the psychology of the sports hero, transposing his own experience, questions, and anxieties. This idea of a double — as suggested by the spirit of the “L’un et l’autre” series from Gallimard, where Plonger was published — combined with the existence of a

goalkeeper who has lost the goal of his life, ultimately allows for a (re)reading of the writer's own personal ordeal.

ALEXIS TADIÉ

'Thinking about the Dead': Football, Trauma, and Memory in David Peace's Munichs

In his recent novel, *Munichs* (2024), David Peace, who has written about football in *The Damned United* (2006) as well as in *Red or Dead* (2013), revisits the tragedy which killed Manchester United football players as well as journalists in a plane crash. While the narrative concentrates on the event and on the few weeks which followed, the effects of the tragedy ripple through the years. In calling his book 'Munichs', which is sometimes used as a term of abuse directed at Manchester United fans, David Peace wanted to 'confront this head-on', thus reclaiming the word, and beyond, the memory, for the victims. This paper will investigate the ways in which the narrative, with its different voices and perspectives, recreates the shock of the tragedy. The polyphonic nature of the novel will be shown to be central to the (re)construction of the events. It will address how the immediate effect of the tragedy is perceived and dealt with by the different protagonists, survivors, relatives, etc. It will investigate how the memory of the event is formed, both in the pages of the novel and in collective consciousness. Reading Peace's novel in the light of theories of trauma, such as Cathy Carruth's and Michael Rothberg's, it will show the centrality of the Munich air disaster to the world of football over and beyond the few weeks covered by the narrative. Although the events are well known, their investigation through the literary form of the

novel suggests the importance of literature to approach tragic sporting memories.

MICHAŁ MAZURKIEWICZ

The Beauty and Cultural Significance of Sports Poetry – Selected Cases (Polish Poetry and Other Examples)

Sport is certainly a topic of interest in the context of literature, including the genre of poetry. The theme of sports rivalry, in its various forms, is therefore present in a significant number of literary works produced in different regions of the world. The genre of sport poetry has been in existence since ancient times, and this paper aims to present how the history of sport has been reflected in poetry, with a particular focus on selected Polish works. To provide a more extensive overview, works by poets from other countries, such as the United States, will be discussed as well.

Sports poetry has a long-standing tradition in Poland, with one of the earliest and most notable examples being *Discus Thrower* (1896) by Kazimierz Przerwa-Tetmajer. The most prominent figure in this genre of Polish literature is undoubtedly Kazimierz Wierzyński. A seminal moment in his life and literary output was the publication of his volume of poetry, *Olympic Laurel* (1927), which was awarded the gold medal in the literature competition during the 1928 Olympic Games in Amsterdam. This collection exemplifies the cross-cultural impact of sports poetry. Contemporary poet Krzysztof Zuchora similarly positions sport as a broadly understood cultural phenomenon, one with the potential to give rise to aesthetic creations. Examples from other countries include the elegy dedicated to basketball player Wilt Chamberlain, written by William Heyen or a poem about Cuban boxer Benny Paret, written by Dave Smith. Literary works, including sport poetry, often have a historical value in relation to

sports competitions and practices. Thus, what we experience there is a cultural interpretation of historical events.

The examination is largely based on historical sources (poetry volumes, memoirs, press articles) and required familiarizing oneself with numerous publications devoted to the historical presence of sport in sport poetry.

MARIO TIRINO

Sport Heroism and the Mediatization of Sports in Italian Literature: the Cases of Buzzati, Bianciardi, and Soldati

Longo (2012) argues that literary texts offer sociological insights through various means, including incorporating social metaphors, exploring themes relevant to sociological inquiry (Parini, 2017), challenging social norms (Schutz, 1964; Berger, 1984), and revealing the often-irrational aspects of social worlds (Turnaturi, 2007). While these processes are applicable across literary genres, sporting literature presents unique opportunities for sociological analysis. The strong allegorical nature of sports allows authors to use it as a metaphor for social conflict and to express cultural processes within specific historical and geographical contexts (Umphlett, 1975). Sporting literature highlights the connection between particular sports and national identities, exemplified by Italian narratives focused on football and cycling. Moreover, sports narratives can address important issues such as the evolution of collective identities, women's empowerment (Melling, 1999), relationships with "otherness" (Holman, 2007), changing customs, rites of passage, and educational and political concerns (Martin, 2017). The history of twentieth-century Italian literature includes multiple instances of writers who tried their hand at sports writing, often through collaboration with newspapers and magazines. Sporting literature recounts multiple models of heroism (Nastasi, 1995; Bifulco & Tirino, 2018). It contributes to the celebration of feats and defeats; it narrates the deep connection between hero and

fan community; it tracks downfalls and rebirths; and it describes how specific technical, tactical, and psychological skills help shape certain types of sports feats and legends. The narrability of sports heroism is favoured by the dramaturgical structure of agonistic competitions: every competition involves a technical-tactical conflict, which, however, in its essence is also a dramatic conflict (Tirino, 2023a, 2023b). Matches and competitions have a dramaturgical framework articulated in the emotional peaks (Bifulco, 2019). The mediology of literature studies literary forms as media that, thanks to the endowment of a specific technocultural apparatus, elaborate metaphors of society (McLuhan, 2011) and media (Tirino & Amendola, 2019). The mediology of sporting literature has some specific characteristics (Tirino, 2023c), connected to the theoretical framework of the mediatization of sports (Frandsen, 2020). This framework refers to the mediatized nature of parts of modern sport, whose activities are increasingly shaped by the pervasive presence of the media. The mediology of sporting literature, then, can bring out how literature manages to narrate sports practices, processes, and actors, whose interaction is often to varying degrees shaped by the mediatization of sports. Sporting literature can be conceived as a cultural device that can return the shaping power of media (Hepp, 2012). This force is expressed in forms of spectacularization and commodification of professional sport, but also in a more complex transformation of the relationship between individuals (practitioners and fans) and sports cultures. This paper analyzes the sports works of three Italian writers – Dino Buzzati (*Buzzati al Giro d'Italia*), Luciano Bianciardi (*Potevo fare il trequartista*) and Mario Soldati (*Ah! Il Mundial*) – by adopting the perspective of the mediology of literature, with the aim of highlighting how Italian literature has confronted, according to different sensibilities and with different

outcomes, the issues of sports heroism and the mediatization of sports.

Session A2

Figurative arts and other media

GHERARDO BONINI

A “Sixty-eight” for the Italian albums of sport stickers? Graphic and contents 1966-1977.

Collections of stickers and pocket-sized images of sports champions appeared in the United States and Great Britain since the end of the 19th century. In Italy they spread in the 1920s, linked to the sale of biscuits, chocolates, sweets, but also detergents and household objects. After the Second World War, the paper album became the most popular binder and the stickers were attached with glue. The album offered content and context, generally basic descriptive elements; for the champions, brief biographical data, results and records; for the sports disciplines, the rules and essential chronological references; for the Olympics, short stories, crucial moments for events and stars.

This paper highlights the objective change in language, graphics and content that occurred in Italian collections between 1966 and 1977, which marked, like other phenomena, an epochal cultural transition. The exam of different Italian albums of that period served for this analysis.

Between 1966 and 1969, Edizioni Panini, sales leaders in the sector, introduced albums onto the market, aimed especially at young people, that presented novelties, with the expansion of the descriptive parts, both for the stickers and around their context and inserting an abundance of champions from the past, previously few and sporadic.

After 1968, with a different request on the part of young people, more attentive to contexts, the language and contents changed, losing rhetoric and some superficiality. The retouching of photos disappeared. Some editions of *Diario Sport* were successful, offering cultural characterizations different from the past. The

Rizzoli 1977 collection, with postcard-sized photos and contents on the rears, opened up unexplored contents, but revealed as unsuccessful. Since then, the collections all returned to their basic characteristics, but broadened the international dimension and found again good sales.

EDOARDO MOLINELLI

Between the "New Man" and the Avant-Garde: the figurative Aesthetics of Workers' Sport Games

Workers' sport was a mass movement that mobilized hundreds of thousands of laborers and political activists between the late 19th century and the beginning of the World War II. Its two leading organizations, the Socialist Workers' Sport International (SWSI) and the communist Red Sport International (RSI), organized their own games starting in the 1920s: the International Workers' Olympiads by the SWSI and the Spartakiads by the RSI. Additionally, the 1936 People's Olympiad in Barcelona and the 1937 Workers' Olympiad in Antwerp were the result of the collaboration between these organizations.

The graphics created for these events (posters, postcards, stamps, etc.), in contrast to the figurative classicism of official Olympism, expressed the deep connections between the workers' artistic movement and the avant-garde. They visually represented the drive toward progress and the forward-looking vision that also characterized workers' sport.

The aim of this presentation is to reconstruct the evolution of the figurative aesthetics of workers' sport games, highlighting its development in relation to the political transformations in Europe and emphasizing the differences with the aesthetics of International Olympic Committee (IOC) Olympism.

This contribution is highly based on Przemysław Strożek's essay "Picturing the Workers' Olympics and the Spartakiads" (2023). However, Strożek's analysis does not address the

winter editions of the games, the Popular Olympics, and the 1937 Workers' Olympiad. Another key source is "Juegos olímpicos de los trabajadores. Una visión artística desde las viñetas" by Josep Sauret Pont (2016). Additional sources on workers' sport include "The Workers' Olympics" by James Riordan (1984), "The Story of the Worker Sport" by Riordan and Arnd Krüger (1996), "Les Spartakiades internationales, manifestations sportives et politiques du communisme" (2002) and "Les Mouvements sportifs ouvriers en Europe (1893-1939)" (2016) by André Gounot, and "L'altra Olimpíada. Barcelona '36" (1990) by Xavier Pujadas and Carles Santacana.

DANIEL MALANSKI

The Cold War and the Emergence of a New Theatrical Genre in the Summer Olympic Ceremonies (1980-1988)

In the context of détente and the de-escalation of the space race after the American moon landing in 1969, the Olympic rivalry between the USA and the USSR gained another meaning. Beyond the fight for Olympic medals, both nations sought to host the Games to showcase their ideological and economic superiority. After failed bids for 1976, Moscow and Los Angeles secured the Games of 1980 and 1984, setting the stage for symbolic exchanges—until geopolitics intervened.

The Soviet invasion of Afghanistan in 1979 backed a US-led boycott of Moscow 1980, shattering hopes of mutual participation. Undeterred, the USSR shaped its opening ceremony into a spectacle of communist discipline through an operatic narrative that blended Eastern Bloc aesthetics with Olympic tradition in the first multi-act, theatrical, made-for-TV ceremony. Four years later, Los Angeles 1984, impacted by a Soviet-led boycott, responded with a spectacle infused with Hollywood's glitz, pop music, and marching bands.

Team USA and the USSR met again in the final Cold War encounter in Seoul in 1988. While North Korea chose to boycott

the event, the Games achieved record participation, helping Seoul reshape its image from a city known for its political turmoil to one of reconciliation. To do so, the organizing committee embraced East Asian concepts of unity and balance to reinforce Olympic principles of peace as a means to bridge ideological divides.

Influenced by Korean ceremonial traditions and Confucian philosophy, the ceremony also embraced proto-environmental discourses, which—together with the aesthetics of Moscow 1980 and Los Angeles 1984—set the tone for future Olympic ceremonies. In this paper, we analyse primary sources (news articles, official reports, media guides and the ceremonies' original footage) to discuss how the Cold War transformed the frontispiece of the most watched event on Earth.

MARÍA EUGENIA GARCÍA-SOTTILE & ISABELLA SCURSATONE
Dare forma a un simbolo. L'immagine della colomba della pace nella comunicazione delle cerimonie Olimpiche.

I Giochi Olimpici comunicano i loro valori e il loro immaginario attraverso gli elementi protocollari e la componente artistica contenuta nelle cerimonie di apertura e di chiusura. In questo articolo ci soffermiamo sull'evoluzione storica della presenza della colomba come simbolo di pace all'interno di esse. La ricerca costruisce e analizza, attraverso una timeline documentata da racconti video, foto e documenti del CIO, i momenti delle cerimonie in cui è avvenuta la liberazione delle colombe. Per la prima volta ad Anversa 1920 e fino a Seul 1988, furono utilizzati colombe vive per essere, per ragioni di sicurezza, sostituite nelle edizioni successive da elementi artistici. Nella fase che segue le edizioni dal 1992 al 2024, vengono così creati dei veri e propri momenti coreografici per la nascita del simbolo della colomba. Questa evoluzione ha generato un maggiore impatto estetico ed emotivo in linea con la trasformazione dei segmenti artistici, come per le edizioni di

Torino 2006, Sochi 2014 e Rio 2016. La componente simbolica rappresentata è uno degli elementi che riflettono l'evoluzione tecnologica e i progressi socio-culturali della società anche legati all'ecologia e sensibilità verso il benessere animale. I risultati di questo studio mirano ad approfondire la linea di ricerca aperta sulle componenti artistiche e coreografiche delle cerimonie olimpiche, evidenziando come questi eventi non solo cerchino di mantenere e trasmettere la cultura olimpica, ma segnino anche l'evoluzione dei dispositivi culturali che contenuti in essi.

Sessione A3

The narrative of women sport

GONZALO RAMÍREZ MACÍAS

Women's sport in the Andalusian press during the transition and consolidation of democracy (1975-1986).

The period of democratic transition and consolidation in Spain (1975-1986) has been highlighted by many authors (Abadía, 2011; Cerretero-Lestón, 2020; García Ferrando, 2006) as a turning point that transformed Spanish sport. Thus, sport gradually became a mass social activity and a daily habit of citizens. Statistical research, such as that of Llopis-Goig (2017), highlights the great development of women's sport in this period. However, it should be noted that, according to authors such as Pujadas et al. (2016) and Abadía (2011), the evolution of sport in Spain has not been historically homogeneous, with notable differences between different regions.

Based on all this, in this research we set out to analyse how the emerging women's sport in Andalusia was narrated in the periodical press. This region was one of the least developed in terms of sport in Spain and also one of those most influenced by Franco's sport.

How was women's sport reported in the Andalusian periodical press? Did it have the same presence as men's sport? How were women's sporting events, championships or achievements reported?

The results suggest that there is a significant progression in the presence of women's sport in the Andalusian press, from a very limited presence in the early years (1975-1980) to an increasing presence. However, this increase in the social relevance of women's sport, which was reflected in the newspapers, was not always accompanied by positive news. Between 1980 and 1984, there were many news which included gender-stereotyped statements that undervalued or directly mocked

women's sport or sportswomen. This fact points to the reticence that some newspapers and journalists (also reflecting the feelings of part of the population) had in relation to the progress of women's sport.

CONCEPCIÓN E. TUERO DEL PRADO

La cultura física femenina en la literatura especializada en la España Decimonónica

En el contexto sociohistórico del siglo XIX se gesta el afianzamiento de la cultura física en España. Algunos expertos fechan el origen de la Educación Física en el último cuarto del siglo decimonónico. Asimismo, es durante el transcurso del siglo XIX cuando surgen manifestaciones gimnásticas de diversa orientación (militar, pedagógica, higiénica, terapéutica), y los albores del deporte moderno en el ocaso de esta centuria. En este escenario, el papel de la mujer a nivel social se relega a las directrices morales establecidas, de manera que su incorporación a la práctica física es casi anecdótica. Una de las evidencias que puede atestiguar esta situación es su presencia en la literatura publicada en el transcurso del siglo XIX. El objetivo de este trabajo es analizar una selección de manuales decimonónicos cuyo contenido se relacione con la educación física o gimnástica, en sus diversas orientaciones, destinados a la población femenina en el contexto español. A nivel metodológico este trabajo parte de repertorios bibliográficos sobre las publicaciones decimonónicas (Torrebadella-Flix, 2011) y otras investigaciones previas relacionadas con esta temática (Vallejo, 2017) que han permitido la selección de los manuales objeto de análisis. Estos, con la temática de la cultura física femenina, se pueden clasificar en manuales publicados desde una perspectiva de igualdad (incorporan directrices para

hombres y mujeres), y los publicados desde una perspectiva de la diferencia (destinados exclusivamente a las mujeres).

ILEANA GABRIELA SZASZ

Emancipation and Restriction: Women's Football in Socialist Romania as a Reflection of State Ambivalence

During Romania's state socialist era, sport was a political instrument used to promote socialist ideology and gender equality while simultaneously reinforcing patriarchal control. Women's football, in particular, illustrates the ambivalent attitude of the regime: officially encouraged in the name of progress but informally obstructed by institutional and social constraints. This research draws on articles from 'Sportul', Romania's main sports newspaper of the time, and life-story interviews with former players to explore the ways in which women's football was both a site of state intervention and a space for personal agency.

Women's football was never recognized as an official sport. Despite structural barriers, women found ways to create and sustain teams, sometimes in defiance of state directives or social expectations. Through their recollections, former players describe the thrill of the game, the camaraderie of their teams, and the exhilaration of competing in front of crowds. Many took risks to pursue football, hiding their participation from family members, navigating male-dominated sports institutions, and even relocating for the opportunity to play. This study argues that women's football was not just a by-product of state policy

but also a space of agency, where players actively negotiated their roles within the oppressive system.

SANDY MONTAÑOLA

Jeux olympiques: quelle mise en récit de l'égalité de genre?

Les recherches scientifiques internationales ont depuis longtemps constaté de fortes inégalités entre femmes et hommes dans le domaine sportif aussi bien en nombre d'athlètes, que de sports disputés, de primes attribuées ou encore de médiatisation obtenue. Dans la continuité, nous proposons de questionner le récit journalistique de l'égalité femmes/hommes lors de la médiatisation des Jeux olympiques. Dans une perspective socio-discursive, en sciences de l'information et de la communication, nous ambitionnons d'exposer les arguments en circulation dans l'espace public sur le thème de l'égalité aux Jeux. L'étude des conditions de production nous permet d'intégrer l'influence des discours politiques et institutionnels sur le cadrage journalistique à l'image de la communication du comité d'organisation de Paris 2024 relative aux «premiers Jeux strictement paritaires de l'Histoire».

Nous avons collecté les productions médiatiques dédiées à la thématique de l'égalité aux jeux olympiques entre 2020 et 2024 (collecte de journaux papier, Europresse et bases de données de l'institut National Audiovisuel). Notre analyse de discours est complétée par un corpus non exhaustif (1984-2000) permettant une perspective historique de la mise en récit des Jeux olympiques comme événement inclusif.

Nos premiers résultats permettent de relever qu'à chaque édition des Jeux, les médias célèbrent un progrès vis-à-vis d'un passé dépeint comme inégalitaire: les Jeux de 2012 ont été désignés comme «année des femmes» parce que chaque délégation avait envoyé une femme, quand, en 2021 ceux de Tokyo ont été «les premiers Jeux olympiques de l'histoire à

respecter le principe de l'équilibre entre les sexes». Parallèlement, nous avons testé l'hypothèse selon laquelle, la persistance des inégalités (économiques, sportives, sociales,...) est médiatisée sous l'angle événementiel et non structurel (attentes des sponsors, enjeux de captation d'audience), soulevant la piste du déficit de mémoire médiatique.

Sessione B1

I Giochi Paralimpici e la narrazione delle disabilità: identità, corpi e rappresentazioni

ALESSANDRA PALERMO

Il racconto paralimpico su TikTok: la strategia social del Comitato Italiano Paralimpico a Parigi 2024

I giochi olimpici e paralimpici di Parigi 2024 si sono presentati come i più social della storia con oltre 412 miliardi di interazioni su 270 milioni di pubblicazioni sui canali olimpici ufficiali, oltre il 290% in più rispetto all'edizione precedente. TikTok è stata la piattaforma più utilizzata e tramite l'hashtag #Olympics sono stati registrati oltre 1,4 milioni di post.

In questo contesto, anche il Comitato Italiano Paralimpico (CIP) ha messo in atto una strategia digitale innovativa in occasione dei Giochi Paralimpici di Parigi 2024, scegliendo TikTok come piattaforma per il loro racconto sportivo, in linea con le direttive del Comitato Olimpico Internazionale (CIO), per garantire una comunicazione inclusiva e coinvolgente. Il profilo, @italiaparalimpica, conta quasi 23.400 followers con oltre 1 milione di like sui video pubblicati dalla sua apertura nell'agosto del 2024.

Lo studio qui presentato ha permesso di analizzare l'utilizzo del profilo ufficiale del CIP su TikTok, evidenziando i tipo di contenuti prodotti, l'engagement generato, la linea editoriale e la strategia comunicativa attuata. Nella scelta delle tematiche e dei formati adottati, il CIP ha cercato di aumentare la visibilità degli atleti rivolgendosi ad un pubblico giovane. Attraverso un'analisi qualitativa e quantitativa dei video pubblicati, in una prima fase, emergono tre principali indicatori della strategia comunicativa attuata: lo storytelling emozionale, i contenuti educativi sulle discipline paralimpiche e l'attenzione alle interazione con la community.

Obiettivo di tale riflessione è di comprendere se, la linea

editoriale e la gestione della comunicazione da parte del CIP abbiano contribuito o meno a sensibilizzare il pubblico sui valori dell'inclusione e della resilienza. Questa ricerca, inoltre, vuole offrire uno spunto di riflessione alle organizzazioni sportive su come orientare la propria strategia comunicativa su TikTok per aumentare il coinvolgimento delle nuove generazioni, in linea con principi e valori caratteristici dello sport.

LUCIANA TADDEI, LUCA BIANCHI, MARTA CANDUSSI, LUCA GRION & ILARIA PRIMERANO

Baskin as a Strengtheners of Social Networks and Well-Being: Growth, Regional Disparities, and Policy Challenges

Baskin, an inclusive sport adapted from basketball, promotes equity, diversity, and widespread participation. Over the past two decades, it has experienced significant growth in Italy, its country of origin, and internationally (Andriola, Bennici, Bianchi, & Grion, 2023). Baskin fosters equitable access to resources, the creation of inclusive spaces and rules, and opportunities that celebrate diversity (cf. Gray, 2000; Young, 2000; Coakley & Donnelly, 2001). Its development highlights its potential to influence social and political agendas at both micro and macro levels. This study examines the rapid growth of Baskin in Italy and identifies the factors that make it appealing to diverse population groups. Baskin involves both able-bodied and disabled participants in a highly competitive, inclusive environment. The research integrates secondary data analysis with ego-network data modules (Salvini, 2005) to assess the sport's impact on individual and social well-being, emphasizing social change and community support (Castro et al., 2010).

The sample comprises Baskin participants from two Italian regions—Friuli Venezia Giulia and Campania—aiming to uncover regional differences. Preliminary findings reveal that Baskin strengthens social networks, with notable benefits for participants with psychological or mental disabilities. However,

disparities between northern and southern Italy emerge, attributable to team composition and the sport's varying levels of diffusion.

The study underscores the complexity of introducing Baskin, which facilitates the development of new social networks and social capital across diverse contexts. However, its growth remains precarious, balancing consolidation with challenges of sustainability. These findings highlight the necessity for policy frameworks to support Baskin's sustainable implementation at local and national levels, underscoring its potential as a transformative tool for social and political inclusion.

VALENTINA D'AURIA & ANNA AVALLONE

“Il bello dello sport è che ti fa fare cose che non pensavi di essere capace di fare”: un'analisi del contenuto sulla narrazione mediatica del sé degli atleti paralimpici italiani

La prima edizione moderna dei Giochi Paralimpici si tiene nel 1960 con l'obiettivo di coinvolgere gli atleti con disabilità nel panorama agonistico internazionale. Tuttavia, per decenni l'attenzione mediatica dedicata alle Paralimpiadi è rimasta marginale rispetto a quella riservata ai Giochi Olimpici. Un cambiamento significativo si è verificato con l'edizione di Londra 2012, che ha segnato un punto di svolta nella visibilità dell'evento, contribuendo a una crescente popolarità delle Paralimpiadi (Pate et al., 2014). È solo negli ultimi anni che i Giochi Paralimpici diventano un vero e proprio evento sportivo popolare. Nonostante ciò, la narrazione della performance paralimpica degli atleti derivante dal pubblico è spesso legata a una retorica che si avvicina al pietismo o al sensazionalismo (Purdue & Howe, 2012; Page et al., 2022). Pertanto, l'occasione di narrare le sfide paralimpiche si trasforma spesso in un'eccessiva attenzione ai problemi personali degli atleti e in un'esaltazione della loro disabilità come una “tragedia personale”, determinando lo sviluppo di stereotipi e pregiudizi.

Col l'obiettivo di avvicinarsi alla prospettiva degli atleti, ci siamo chieste: In che modo gli atleti paralimpici percepiscono e raccontano la propria esperienza agonistica? Quale significato attribuiscono alla competizione sportiva su scala internazionale? Il nostro lavoro nasce dall'esigenza di capire come si raccontano gli atleti paralimpici attraverso l'impiego dei social media. Attraverso un'analisi del contenuto delle interviste rilasciate da 10 atleti paralimpici per la testata giornalistica Ability Channel e per il Comitato Italiano Paralimpico, esploriamo le principali tematiche emergenti, con particolare attenzione alla costruzione del discorso sul corpo, sulla competizione e sul significato dello sport nella loro esperienza.

GIOVANNIPAULO FERRARI

Paralympic athletes and digital activism: opportunities and perspectives

Over the past two decades, many Paralympic athletes have emerged from a state of "social invisibility" and established themselves as prominent figures in digital activism. This shift is largely due to the rapid proliferation and widespread use of social media platforms among the general population. For Paralympic athletes in particular, these platforms are an important tool for raise their voices and sensitising the public. However, they also carry the risk of reinforcing a heroic and idealised representation of disability that does not always reflect the everyday experiences of most people with disabilities. The educational influence of Paralympic athletes on school-age children and young people will be a particular focus. Their narratives and activities, communicated through social media and sports initiatives, help to raise awareness of issues such as inclusion, empathy and appreciation of difference among younger generations.

This study uses digital ethnography to explore the socialisation processes, inclusive practises and identity symbols conveyed by

Paralympic athletes on their social media platforms. Among these athletes, Bebe Vio has emerged as a prominent Italian athlete and influencer who uses her visibility to advance social policy and promote inclusion in sport. She founded the Bebe Vio Academy, an inclusive sports academy for children and young people aged 6 to 18 that supports people with and without physical disabilities. Projects of this kind are concrete proof of how sport can serve as an effective educational tool that overcomes stereotypes and promotes a culture of diversity from an early age.

This paper presents a critical analysis of Paralympic athletes' digital activism and examines its potential, limitations and educational impact. Furthermore, it offers insights into possible future collaborations between athletes, academic institutions and social organisations to create synergies and strategies that promote a more inclusive representation of disability and overcome dominant narratives.

Session B2

Sport Icons in Europe

RAPHAËL BENBOUHO

The rise of the 'Napoleon of football'. The construction of a French sporting celebrity in Spain through pocket edition: Raymond Kopa

The aim of this paper is to study the narrative of a French football player in Spain, Raymond Kopa (1931-2017), in a pocket edition published in Spanish by the publisher Colección ídolos del deporte. The first Spanish editor to offer a biography of the French player, 3 years after the one written by France Football journalist Jean-Philippe Réthacker, Colección ídolos del deporte publishes biographies of all the great Spanish sportsmen of the 1950s, as well as foreign athletes, including footballers such as Kopa's Real Madrid team-mate Alfredo Di Stefano and Barcelona star Ladislao Kubala. Raymond Kopa was the grandson of Polish immigrants, the son of a mining family and a star player for Stade de Reims (1951-1956), Real Madrid (1956-1959) and the French national team. It has been the subject of historical case studies. The majority of academic studies on this player, led by Pierre Lanfranchi and Alfred Wahl, focus on his sporting and social rise and his mythification as a football star. This paper aims to fill a historiographical gap by analysing the way in which Raymond Kopa was made a star in Spain in 1958 through a source other than the Spanish press: the pocket edition. The pocket edition studied is structured into two chapters and combines texts including comments by Raymond Kopa and photographs. The presentation will be divided into three parts. We will begin by outlining Raymond Kopa's biography. We will then show that the texts written and the photographs published form a narrative geared towards portraying the ideal footballer, from a modest background, with a perfect blend of elegance and humility. Finally, we will see that the story focuses on the player's private

life and builds an image of an exemplary personality, perfectly integrated into Spain and imbued with its culture and traditions.

PAVLÍNA VOSTATKOVÁ & MAREK WAIC

Four athletic stars in four epochs of Czechoslovak and Czech sport.

The paper uses a biographical method to present the fates of four female athletes who broke into the absolute world top in their disciplines in different Czechoslovak and Czech sports periods. Marie Mejzlíková II won the 1922 Women's World Games in Paris. She was the star of the early days of Czechoslovak and European athletics. After the establishment of Czechoslovakia, sports officials, in this case, representatives of the Czech Handball and Women's Sports Association, tried to raise the profile of the new state on the international sports scene. The performance of Marie Mejzlíková was a significant contribution to achieving this goal, and the International Federation of Women's Sports entrusted Prague with hosting the 1932 Women's World Games.

Olga Fikotova-Conolly won the discus throw at the 1956 Melbourne Olympics. It was the only gold medal for Czechoslovakia. Fikotová-Conollyová won at the height of the Cold War in sport. However, she could not serve the communist regime as an example of the "new socialist sportswoman" because she fell in love with the American athlete Herold Connolly in Melbourne. Olga Fikotová was a strong personality, and thanks to this and the help of the Zátopeks, she married Herold Connolly in 1957. She was thus able to travel legally with her husband to the USA. She was interested in continuing to represent Czechoslovakia, but its leaders lost interest in her participation in the Czechoslovak representation. She was a member of the USA

team at the 1964 Olympic Games in Tokyo, 1968 in Mexico City and 1972 in Munich.

Jarmila Kratochvílová is the most successful of the strong generation of female athletes of the 70s and 80s. Her duels with Marita Kochova were one of the highlights of athletic meetings. Jarmila Kratochvílová became famous as an athlete with an iron will. The volume and intensity of her training reminded her of Emil Zátopek. She did not like appearing in the mass media and avoided making statements supporting the communist regime. She lived in athletics even after her competitive career ended as a coach.

Barbora Špotáková was a heptathlete until the age of 19. She started to specialize in javelin throw, her dominant discipline in the heptathlon, during her one-year study in the USA in 2000. During her long career, she achieved many outstanding successes. She worked after the fall of the communist regime in Czechoslovakia. While training and competing, she managed to study for a “non-sports” degree at university and was able to combine family life with her racing career.

ANDRA PLESA

Media construction of Sports National Heroes and its influence of the Romanian people

The media constructs and projects idealized images of sports heroes, which can significantly influence children and adults, psychologically and socially. These figures offer powerful models of aspirational behaviour, potentially motivating to surpass perceived limitations, tap into hidden reserves of resilience, and adhere to a moral code, even when faced with contrary pressures. However, the often-exaggerated and carefully curated nature of these media portrayals can also create unrealistic expectations and potentially lead to feelings of inadequacy one struggles to emulate these often-unattainable ideals. This paper explores how media narratives constructed

and used the image of a sports star as a national hero and role model, at present times and in the past. The central questions are: under what circumstances and through what processes does the media bestow this “national hero” aura upon an athlete? And, how does this media narration shape the athlete’s identity and the mechanisms through which the public identifies with and is influenced by these “heroes”? To understand the narratives surrounding prominent Romanian athletes and the processes of their heroization, a netnographic approach was employed, utilizing various online platforms and analytical methods. This study examines how the media constructed and used the images of Nadia Comaneci (the first perfect 10 in Gymnastics), Ilie Năstase, (ranked as the inaugural World No. 1 in men’s singles by the Association of Tennis Professionals), Simona Halep (the first Romanian player to reach the WTA Top 3), David Popovici (the Romanian swimmer who won the gold medal at the 2024 Summer Olympics), and of other Romanian sports heroes and how these narratives influenced the population.

MARÍA EUGENIA GARCÍA SOTTILE, LAURA RUIZ-SANCHIS, JULIO MARTIN-RUIZ & ALESSANDRA CALDERA

Media, memory and presence of Spanish medallists in the history of Paralympic Fencing.

The visibility of Paralympic athletes has changed significantly in recent decades. This change is related to the use of social networks by the athletes themselves and the support of sponsors and institutions that dedicate attention and investment to the social recognition of Paralympic sport.

In order to construct a timeline that reflects this evolution, this paper focuses on the representation of women in Paralympic fencing in Spain, revisiting figures such as Gema Hassen-Bey and Francisca Bazalo, medallists in Barcelona 1992 and Atlanta 1996. These sportswomen have not only excelled in Paralympic competition but have also maintained their commitment to the

representation of people with disabilities in the public sphere. They have promoted the evolution of the medicalised vision of adapted sport into a vision of equality in inclusive sport. This evolution can be seen in the media impact of Judith Rodríguez's participation and medal in the Paralympic Games in Paris'24. However, to achieve a more balanced media treatment of women athletes today, it is necessary to reclaim the contribution made by pioneering athletes. Through Hassen-Bey and Bazalo's historical review, it is important to recover the attention paid to the use of language and images in Spanish Paralympic sport. For this purpose, the study is based on media, official documents and bibliographical analysis, which has followed the evolution of the stereotypes present in the communication of Paralympic sport. The analysis highlights the need to give visibility to pioneering athletes such as Hassen-Bey and Bazalo in order to understand the evolution of the role of women in Spanish Paralympic sport. This approach in turn implies the need for a review of the history of sport, incorporating the resources of intersectionality for a re-reading of the contexts through which the image of Paralympic sport is shaped.

Sessione B3

Pre-modern play and sport, between narratives and metanarratives

UMBERTO CECCHINATO

Competition and Honour in Italian Early Modern Sport Narratives

In the early modern period, public agonistic games - such as ball games, jousting - which could be considered precursors of contemporary sport, imposed, at least according to the popular narrative, a temporary condition of equality between the participants, who often belonged to different positions in the social hierarchy. The decadence of privilege was supposed to guarantee a competition based solely on the virtues of the participants (Caillois, *Man, Play, and Games*, 1958). Behind the apparent equality, however, everyday social differences prevailed and were evident to both participants and spectators. The results of the challenges endangered the reputation of the participants and had concrete effects on everyday life. The culture of honour - with its moral and emotional sphere - animated these contests, and defeat was experienced as public humiliation.

By comparing a series of literary sources - chivalric poems and novellas -, legal sources - court records, judgments - and governmental sources - dispatches from the authorities - the paper presents an overview of the narratives of competitive games in the Italian states between the sixteenth and seventeenth centuries, focusing on how the status of the participants influenced the course and outcome of the game and

could transform the public contest into a violent conflict between individuals or political factions.

ALESSANDRA RIZZI

Ludica, 30 years of storytelling about games and sport: Antiquity and the Middle Ages.

The journal *Ludica. Annali di storia e civiltà del gioco* (Fondazione Benetton Studi Ricerche) has celebrated its thirtieth anniversary since the beginning of its publications. In the 1990s, the challenge was still to focus the resources and attention of historical research on a dimension, such as that of playfulness, which risked being neglected by research, with the result of proposing an incomplete reconstruction of the forms and values of life in the past. Moreover, the focus was placed from the outset on historical periods prior to modernity, in the awareness that while specialised journals and non-episodic research were dedicated to contemporary sport, for earlier eras there was not only a lack of systematicity, but it was the subject of controversy as to whether one could actually speak of sport and leisure. In this light, the research put into circulation by the journal (and the parallel book series) - which has repeatedly solicited its production also by promoting thematic study conferences whose materials it then disseminated - has made it possible to rediscover verbal and figurative narratives of the forms of leisure in the past that have probably contributed significantly to filling some of the gaps. The narratives proposed by the sources of the various epochs have been interwoven with the metanarratives proposed by historiography, starting with the first issue (1995) which contained a thematic section dedicated to "Play, civilisation, transitions" - the mother of all questions, in the cross-referenced gaze of history and the social sciences. To what extent do the forms of playfulness specific to a particular historical context reflect and articulate other aspects of social dynamics? What relatively autonomous role may they have

played as factors of continuity or change? The paper specifically examines the most significant journal contributions that have interrogated ancient and medieval play and sport.

ALESSANDRO ARCANGELI

Ludica, 30 years of storytelling about games and sport: Renaissance and early modern period

The journal *Ludica. Annali di storia e civiltà del gioco* (Fondazione Benetton Studi Ricerche) has celebrated its thirtieth anniversary since the beginning of its publications. In the 1990s, the challenge was still to focus the resources and attention of historical research on a dimension, such as that of playfulness, which risked being neglected by research, with the result of proposing an incomplete reconstruction of the forms and values of life in the past. Moreover, the focus was placed from the outset on historical periods prior to modernity, in the awareness that while specialised journals and non-episodic research were dedicated to contemporary sport, for earlier eras there was not only a lack of systematicity, but it was the subject of controversy as to whether one could actually speak of sport and leisure.

In this light, the research put into circulation by the journal (and the parallel book series) - which has repeatedly solicited its production also by promoting thematic study conferences whose materials it then disseminated - has made it possible to rediscover verbal and figurative narratives of the forms of leisure in the past that have probably contributed significantly to filling some of the gaps. The narratives proposed by the sources of the various epochs have been interwoven with the metanarratives proposed by historiography, starting with the first issue (1995) which contained a thematic section dedicated to "Play, civilisation, transitions" - the mother of all questions, in the cross-referenced gaze of history and the social sciences. To what extent do the forms of playfulness specific to a particular historical context reflect and articulate other aspects of social

dynamics? What relatively autonomous role may they have played as factors of continuity or change?

The paper specifically examines the most significant journal contributions that interrogated Renaissance and early modern play and sport.

DIVA DI NANNI

Aspects of ancient sports practice in the agonistic literature of the imperial age: Pausanias, Lucianus and Philostratus

Pausanias, Lucian and Philostratus were the three major exponents of a new interest in competitive athletics that began in the 1st century AD and then grew in all fields of Greco-Roman culture in the 2nd century, manifesting itself not only in literature, but also in philosophy, science and the arts.

With their writings they tried to clarify their position towards Greek athletics. There is no doubt that these works are of a different nature, being respectively a periegesis, a dialogue and a manual, but this does not necessarily have to express a different conception of contemporary Greek athletics or the same regret for the past glories of competitive activity in general.

The personal vision of the three authors towards Greek athletics must therefore be compared, but the factors on which it may have depended must also be investigated, such as the difference in the sources used or the different personal training.

Session B4

The periodical press in the world

STANLEY KEITH ARNOLD

To Win Our Own! The African American Press, the Olympics and Civil Rights, 1900-1948

The African American press, which included magazines, periodicals and newspapers has covered and celebrated African American Olympians since the beginning of the twentieth century. This paper examines the importance of these publications during this period of intense racial discrimination. The modern Olympics emerged as one of the few sporting venues where African American athletes could compete without the shadow of racial discrimination. Despite their accomplishments, white newspapers in the US gave them scant attention. The African American press filled this gap. In addition to their coverage of these athletic pioneers, these journalists and writers portrayed the accomplishments of these athletes as victories in the emerging civil rights movement. African American Olympians and the African American press were crucial to the growth of the struggle for racial justice and equality.

WENJING CHENG & TOMOAKI SEKI

Self and Other. Portrayal of Japan's National Image in Tokyo Olympics Coverage through the Perspective of Critical Metaphors: The Case of The Japan News and The Times

This study examines the self- and other-portrayal of Japan's national image in the context of the Tokyo Olympics coverage through the lens of critical metaphor analysis, focusing on The Japan News (a Japanese English-language newspaper) and The Times (a British newspaper). By employing corpus analysis tools such as Sketch Engine and Wmatrix, the research identifies and

analyzes the use of metaphors in the two newspapers, revealing how they construct Japan's image as the host country of the Olympics. The findings show that both newspapers frequently used war metaphors (46.28% and 43.89%, respectively) and journey metaphors (20.43% and 19.81%, respectively), alongside body, money, fire, and architecture metaphors, to convey attitudes and ideologies.

From a self-portrayal perspective, The Japan News depicted Japan as a "medal chaser," "fighter of the pandemic," and "manager of the country in search of recovery." In contrast, The Times portrayed Japan as the "host of the Olympics that lost more than it won" and the "victorious in the China-Japanese conflict," reflecting skepticism about the economic and social value of hosting the Games during the pandemic. The differences in portrayal stem from Japan's desire to leverage the Olympics for domestic support and economic revival, while The Times questioned its significance amid global instability. Based on these findings, the study suggests that future Olympic communication strategies should utilize metaphorical rhetoric effectively and adopt a cross-cultural mindset to enhance national image representation.

MAGDALENA ZMUDA PALKA

The origins of the Polish sports press

The press is a significant source for the study of cultural history, as newspapers, dailies, and periodicals, were an abundant medium for all kinds of information and popularisation. These media presented important events, and information, but also customs, mores, and trends of the era and created the awareness of their audience. The press also inspired, set directions, raised hopes, reinforced ideas, and feelings, agitated, sometimes criticized, and had to report on social changes that were taking place. Before the invention of radio and television, the press was an important element in reaching a whole mass

audience.

In the 19th century, the development of sport, together with the parallel development of the newspaper, contributed to the appearance of information in the press on physical education and sport. To the present day, no article has been published outlining the origins of sports information, although the 19th century was a period of development for the press - the most important medium of the century. Research questions arise in this respect - what physical activities were described by the first sports journalists, what form did their stories take, and when did the first sports columns, articles, and magazines appear in Polish? To answer the above research questions, the daily press of the nineteenth century and early twentieth century was analyzed, and this search was tedious and time-consuming, as some editions came out twice a day or had special editions. In the nineteenth century, information on physical education and sports appeared sporadically, but we observe that there is more and more of it every year until the turn of the twentieth century when specialized Polish sports magazines were established.

SZYMON BENIUK

Defining the Role of Football Spectators: The Image of Fans in Polish Sports Press of the Interwar Period

Historian Benjamin Rader stated that in the 1920s, sports in the United States entered the Age of the Spectators. The same process, with varying intensity and scale, was also taking place in European countries, including Poland. The democratization of sport led to an increase in interest in sports among various social classes living in cities. This interest manifested not only in participation in physical activities but also in attending sporting events as spectators. The mass presence of spectators, especially at football matches, transformed the nature of the

sport and prompted the sporting community to attempt to define the role of fans.

The current state of research on sports audiences in interwar Poland and, more broadly, in Central Europe remains limited. Numerous publications on sports history focus primarily on athletes and sports organizers, often overlooking the third key actor in sports spectacles: spectators.

My research draws on popular sports magazines from the Second Polish Republic, such as *Przegląd Sportowy*, *Raz Dwa Trzy*, and *Stadion*. In my presentation, I will examine how the Polish sports press of the 1920s and 1930s portrayed football spectators. I will discuss two notions of the “ideal fan” promoted by contemporary sports journalists: the composed observer, capable of objectively judging on-field events, and the engaged viewer, who openly expresses emotions during matches. Additionally, I will outline how match reports of the time portrayed the overall image of the sports audience, considering its social composition and typical behaviors, including cheering, celebrating victories, and instances of violence.

Session C1

The narrative of sport in Latin America

ONÉSIMO RODRÍGUEZ AGUILAR

“They are the fancy part of the supporters’ group”. Relationships Between Cultura Saprissa and La Ultra Morada.

In this presentation, I explore, based on anthropological-ethnographic fieldwork, the relationships between Cultura Saprissa (CS) and La Ultra Morada (UM). These are two groups linked to Deportivo Saprissa S.A. (a First Division football club in Costa Rica, Central America, owned by the Costa Rican corporation Horizonte Morado).

The first, Cultura Saprissa, is an organization (independent from the Club) that emerged in December 2018, primarily composed of individuals in economically favorable situations. According to its founding leaders, the group was created because UM had stopped organizing spectacular “welcomes” for the team at home matches. CS took on this role and began overseeing the team’s receptions.

The second, La Ultra Morada, is the club’s organized supporters’ group, made up mainly of individuals in economically disadvantaged conditions. While it is linked to Deportivo Saprissa, it does not belong to the Club. It was created by the Club’s management, who, in the mid-1990s, contacted leaders of Los Cruzados (the supporters’ group of Club Universidad Católica de Chile) to help form a similar group in Costa Rica.

Based on a Bourdieusian analysis, I argue that the privileged ties between CS and the Club have generated class-based disputes—at least since 2018—that create imbalances and political interferences, benefiting the privileged (CS) while disadvantaging UM. It is important to highlight that these class

dynamics within football-related groups have been scarcely addressed in Costa Rica and Central America.

PHILIPPE VONNARD

Between “mountain fraternity” and economic diplomacy. The development of mountaineering tourism in the Andean Peru through the “Alpes-Andes project” (1970s-1990s)

Between 1950 and 1990, high mountain tourism in the Peruvian Andes underwent a transition from isolated sport expeditions to a structured tourism sector. This process was marked by the interaction of local and foreign actors, as well as by the impact of transnational interests, as well shown with the ‘Alpes-Andes’ project. Led by the Swiss guide Camille Bournissen and Peruvian tourism promoter, Selio Villón, and mainly financed by Swiss Department of International cooperation and development, the aim of this project was to train local guides and encouraged the creation of tourism infrastructures. Initially supported by foreign guides, this effort responded to the demand to strengthen local capacities to manage tourism in a context of growing interest in the region. Although the project was driven by the idea of improving the living conditions of local citizens through the development of a new economy (mountain tourism), which follows the main promoters of the project to develop a rhetoric of “mountain fraternity”, this action was also guided by economic (and even cultural) objectives for the Swiss state. In this way, the case illustrates the complex processes involved in transforming the landscape and the economy derived from tourism. Last but not least, this project shows well how tourism became an engine of change, but also generated inequalities and pressure on sensitive ecosystems. The study is based on an original collection of data from the Swiss National Archives and the rich archives of the Swiss Association of National Guides (held in the archives of the Canton of Valais). The documentation was enriched by reading the Swiss and Peruvian press, and by two

semi-directive interviews with Camille Bournissen and Selio Villón.

LÍVIA GONÇALVES MAGALHÃES, & SÉRGIO SETTANI GIGLIO
Connected stories: Stadiums as concentration/detention camps in Madrid (1939), Niterói (1964), and Santiago de Chile (1973)

This proposal is part of a research project that seeks to understand football stadiums from an interdisciplinary approach, considering their historical, political, architectural, social, and cultural dimensions. In this instance, the objective is to analyse the experiences of sports spaces—fields and football stadiums—as concentration camps (or detention centers) during authoritarian regimes in Madrid in 1939, Niterói in 1964, and Santiago, Chile, in 1973. This analysis is framed by the perspective of connected histories proposed by Subrahmanyam (1997) and the theory of the coloniality of power by Aníbal Quijano (1991). The hypothesis is that examining these cases reveals that the use of sports venues was a temporary option during periods of repression against large political masses, a hallmark of several authoritarian regimes in the 20th century. This aligns with Quijano’s argument that the model of political violence observed during these periods stems from the logic of coloniality of power. Moreover, the perspective of connected analysis helps to understand how, despite the recurring practice of using football venues for repression, memory policies following the end of dictatorships play a crucial role in shaping how each country addresses the relationship between sports and authoritarianism.

LUCAS NASCIMENTO DE MATTOS

La importancia de los periódicos para determinar topónimos urbanos: el caso del “Centro” de Río de Janeiro y la fundación del CR. Vasco da Gama (1898)

Un desafío clave de la Geografía Histórica es evitar proyectar denominaciones actuales sobre espacios del pasado. Para reconstruir la espacialización del Centro en la época, este estudio combinó investigación bibliográfica con el análisis de direcciones descritas como “Centro de la Ciudad” en periódicos cariocas publicados entre 1890 y 1898. Los registros, extraídos principalmente de secciones de anuncios escritos por lectores y comerciantes, revelan cómo la población local percibía y nombraba su entorno. Tras analizar los datos, se identificó que la mayoría de las direcciones se concentraban en la parroquia de la Candelária, núcleo histórico señalado por Abreu (1987) como el verdadero Centro de la ciudad en el siglo XIX, área de comercio internacional, bancos y consulados. Sin embargo, también se hallaron direcciones en las parroquias de Santa Rita, Sacramento, Santo Antônio y São José, lo que evidencia una expansión del concepto de “Centro” desde la Candelária hacia las parroquias urbanas más antiguas. Esta dispersión refleja dinámicas socioeconómicas y una percepción flexible de los límites urbanos, asociada a la densificación de actividades comerciales y administrativas. Los periódicos, al rescatar la memoria espacial desde las voces cotidianas, demostraron ser fuentes esenciales para evitar anacronismos y comprender cómo se construían los topónimos en la práctica social. El caso del Club de Regatas Vasco da Gama, fundado en la zona central, pero que actualmente se identifica como club de la Zona Norte de la ciudad, por la localización de su complejo deportivo, ilustra cómo la identidad de los lugares se entrelaza con procesos geográficos e históricos específicos, lejos de definiciones estáticas. La investigación subraya la importancia

de cruzar fuentes hemerográficas con estudios urbanos para deconstruir categorías geográficas aparentemente fijas.

Session C2

Sport in audiovisual media

LUCIE HÉMEURY

La construction cinématographique d'une icône sportive: le biopic "Fangio, el demonio de las pistas" (Argentine, 1950)

Depuis le début des années 1930, l'industrie cinématographique argentine entretient des liens étroits avec le monde sportif. Ceux-ci s'intensifient au cours des années 1940 et 1950 avec la popularisation croissante du sport spectacle et la consolidation de la culture de masse locale. Aux côtés de la presse et de la radio, le cinéma participe à la construction de récits et de représentations sur le sport. Il contribue à la diffusion des valeurs qui y sont associées en mettant en scène les dilemmes moraux de personnages fictifs, parfois incarnés par de véritables athlètes, ou en s'inspirant du parcours de certains champions, bien connus du grand public.

C'est le cas du film étudié dans cette communication: "Fangio, le démon des pistes" s'inspire de la vie du pilote automobile Juan Manuel Fangio, au faîte de sa gloire en Argentine en 1950. Il commence à gagner une renommée internationale sur les circuits européens de Formule 1, grâce au soutien du gouvernement péroniste. Cette présentation s'intéresse aux enjeux narratifs et à la forme du film, qui mêle fiction et documentaire, à l'image des docudramas produits par les agences de propagande du gouvernement. Fangio, incarné par l'acteur et producteur Armando Bo, apparaît en personne dans le métrage qui relate sa vie. Il y apparaît en parangon des vertus viriles et sportives et comme incarnation de l'esprit chevaleresque (caballerosidad) argentin. Ce biopic exalte la figure du champion automobile au moment même où celui-ci est érigé en ambassadeur sportif du régime péroniste.

Les films sportifs restent des productions encore peu explorées par les historiens du cinéma et les spécialistes du sport en

Argentine. Cette étude de cas cherche aussi à examiner l'histoire de la Sociedad Independiente Filmadora Argentina, productrice de cette biographie romancée et de nombreux classiques du cinéma sportif national dans les années 1940-1950.

JUAN CARLOS FERNÁNDEZ TRUAN

Narrativa Cinematográfica del Cine Deportivo Español en el Siglo XX

El deporte en el siglo XX se ha convertido en un fenómeno de masas, y el cine no podía quedar al margen. Inicialmente fueron pocas las películas de este género, que se han incrementado hasta la actualidad. Hoy, rara es la película donde no aparece alguna escena de personajes corriendo en el parque, en un gimnasio, etc. El presente estudio, pretende revisar la narrativa cinematográfica empleada en las películas sobre deporte, realizadas en España durante el siglo XX. Su evolución, es fiel reflejo de los cambios en la sociedad y los avances tecnológicos. Inicialmente, eran muy pocas las películas con escenas deportivas. Sin embargo, en la actualidad son muy pocas las películas sobre cualquier tema, en las que no aparece alguna escena de deporte o de ejercicio físico en un gimnasio o al aire libre. En parte, porque el deporte ha pasado a formar parte de la vida cotidiana. La metodología empleada, ha sido el análisis descriptivo de las tres fases de todo argumento, dejando los restantes elementos más tecnológicos, como la iluminación, los escenarios, el sonido, el montaje, y otros aspectos más técnicos de la narrativa, para análisis posteriores de tipo más cuantitativo. Como resumen, podemos afirmar que el género deportivo cinematográfico en España, no comienza hasta 1943, aunque con anterioridad hubo algunos tímidos intentos de películas cómicas sobre este tema; en parte con el apoyo de la industria cinematográfica alemana al régimen franquista. Los dos deportes más utilizados han sido el Fútbol y el Boxeo, siendo casi inexistentes otros deportes hasta finales del siglo. El cine

deportivo se empleó como medio de adoctrinamiento político para difundir los valores nacionales de heroísmo, patriotismo, sacrificio personal y la moral católica. Solo a finales del siglo, se comenzaron a realizar algunas películas con problemática social, utilizando al deporte como argumento central.

MARIO TIRINO & SIMONA CASTELLANO

Football Celebrities and Media: How the Evolution of the Media (eco)system has Affected the Stars' Celebrity Capital and Self-Narratives

A football player can be considered a celebrity when he enjoys notoriety, recognisability, social prestige and media coverage not only because of his achievements on the field. Although it is possible to speak of 'achieved' celebrities due to merits achieved in the discipline practised (Rojek 2001), a football celebrity is such because they enjoy a physicality that is shown as strong and athletic (Bifulco 2017) and because of the notoriety they have achieved even outside their context. Over the decades, in conjunction with the evolution of the media ecosystem, celebrities have had to face significant changes (Bifulco, Tirino, Castellano 2023) that have affected: a) how to build and manage celebrity capital (Driessens 2013, Gunter 2014); b) (auto)-narrative practices (Marshall 2010); c) the relationship with the fandom; d) commodification strategies (Marshall 2021), within capitalist (Stevenson 2018) and neoliberal logics. Starting from these considerations, this paper aims to investigate the changes in football celebrity, following an interdisciplinary approach that considers the transformations of the media from a historical-chronological, socio-cultural and mediological point of view. We will proceed by highlighting the interdependent relationship that has existed between sport and the media since the end of the 19th century, starting with the press, moving on to radio commentary of sporting events, and finally reaching the contribution of television and the liberalisation of tele-

communications markets, when the media became autonomous social institutions (Hjarvard 2013). This transition was the precursor to the mediatisation of sport (Tirino 2023), which transformed the relationships between sports organisations (clubs, leagues, federations), media organisations (press, television, radio) and sponsors. The paper, therefore, aims to highlight the transition from the era of the press to that of radio, passing through television and reaching the world of the Internet and social media. To achieve this objective, we will proceed with a *qualitative content analysis* (Schreier 2012) of some case studies, analysing different football celebrities from different media eras. This is useful for reconstructing the main changes in celebrity capital and the narratives of football celebrities.

SARA VIRNICCHI

Tokyo 1964: The First Worldwide Olympic Broadcast and the Television Mediatization of Sports

The sociological study of the first worldwide broadcast of the 1964 Tokyo Olympics is part of a growing interest in the mediatization of sports. The historically entrenched relationship between sports and media accelerated significantly with the introduction of television, which transformed sporting events into global spectacles (Whannel, 1998). Information mediatization theory highlights the role of media as central mediators in the construction of a collective imagination, especially through live broadcasting, which is considered the aesthetic core of sports television (Eco, 1989; Dayan & Katz, 1992). The Tokyo Olympics, with its innovative character—from satellite broadcasting to color—is an emblematic case study for analyzing the relationship between media and sports from a global perspective.

The research is based on a body of interdisciplinary sources. These include theoretical texts on the mediatization of sports (Tirino, 2019; Martelli, 2014), historical studies on the evolution

of sports media (Guttman, 1986; Bellamy, 2006), and analyses of media events (Dayan & Katz, 1992). Particular emphasis is given to accounts of the 1964 Tokyo Olympics, including journalistic documents, photographs, and audiovisual materials of the time

The research highlights how the worldwide broadcast of the Tokyo Olympics contributed to the globalization of sports, making the event a universal and symbolic social ritual. It also solidified the importance of television as a storytelling and cultural mediation tool, capable of influencing the way sport is perceived and experienced. This study highlights the media's ability to transform a sporting event into a global spectacle, redefining the dynamics of audience participation and consumption.

Session C3 Former USSR and Turkey

LASSI JYRKKIÖ

The Evolution and Endurance of the Soviet Myth of Kyiv's 'Death Match' from World War II to Russo-Ukrainian War

The 'Death Match' is world-famous. When Kyiv was occupied by Nazi Germany during World War II, the occupiers organized a football match against Dynamo Kyiv's players. They were supposedly executed after refusing to throw the match. This paper is predominantly not about the events of 1942. It tracks the evolution of the subsequent legend, notably from a transnational angle—that extends to relations between 'Soviet Socialist Republics'. It engages with literature on national myth-making, especially in World War II's context.

Once Kyiv was liberated in 1943, journalists discovered the executions of some famous players. Various news stories ensued: with additional (often contradictory) details the myth snowballed, generating excitement around USSR. The stories soon halted: presumably a high-ranking official knew better. Among other "gaps", interrogations demonstrated that many of those who had played the Germans (which many deemed scandalous per se) had worked for Gestapo (even to be evacuated along the occupiers). Some winners of the 'Death Match' were sentenced to prison. Only in the mid-1950s was the myth reinvigorated, with the release of multiple (propaganda) novels. These works were translated into (or even written in) other languages, including in the West. Early 1960s brought forth the first films in Hungary and USSR (eventually followed by Hollywood). Bolstered by Dynamo Kyiv's European then-dominance, the international attention also led to a West German

war crime investigation (that faced telling obstacles in the USSR), as well as monuments and medals at home.

Only after USSR's dissolution could Ukrainian historians expose much of the myth: the victory over Germans and some players' subsequent executions were probably unrelated. However, the myth has persisted in the West—and especially in Russia. In the run-up to Euro 2012 (not long before the invasion of Crimea) held in Ukraine, a film was released as part of a wave of 'patriotic' Russian sport films recalling Soviet era: Ukrainian nationalists are again depicted negatively. 'Death Match' has also been brought up in the context of Russo-Ukrainian War's 2022 intensification.

OCTAVIAN ȚICU

Efim Josanu and the Moldovan Olympic movement: A history of transition from Soviet Union to Independence

Efim Josanu was the founder and the first president of the National Olympic and Sports Committee of the Republic of Moldova (1991-2001). His life and sport activity could be divided in three periods.

In the Soviet time, from 1971 to 1976, he was a sports commentator on radio programs and producer of sports-themed shows on TV, then head of the sports section in the broadcast of the Radio TV information unit (1976-1986), editor-in-chief of the physical culture and sports editorial office of the Moldovan Radio-Television (1988-1990). In the years 1990-1991, he worked as editor-in-chief of the "Mesager" newsroom, manifesting himself as a prominent figure of the National Emancipation and Independence Movement from USSR.

In the second period, with the dissolution of the Soviet Union, he assumed the role of the leader in transition of the Moldovan sport and Olympic movement to the Independence from the USSR. Thanks to the fruitful activity carried out in this area, he deserves the status of a member of the Bureau of the Sports Committee of

the Council of Europe (Strasbourg 1999-2001) and a member of the European Olympic Commission (1998-2001).

During the third period, Efim Josanu became the honorary president of CNOS, but worked as a sports coordinator at the public tv station Moldova 1, where he also held the position of director. Mainly during that time he changed, by his books and publications, the narrative of the Moldovan sport and Olympic history from the Soviet discourse to the one related to the history of the Republic of Moldova as European nation.

The presentation tries to capture the most important moments and transformations of Efim Josanu's life, which overlaps with the history of the transition of sports and the Moldovan Olympic movement from the Soviet Union to the Independence of the Republic of Moldova.

OĞUZHAN "OZZY" KELEŞ.

Greek vs. Turk: The "Greatest Weightlifting Battle" – Valerios Leonidis and Naim Süleymanoğlu at the 1996 Atlanta Olympics Beyond the Imia/Kardak Crisis

On July 22, 1996, thousands of spectators, mainly Turkish and Greek, filled the stadium at the World Congress Center in Atlanta, Georgia, USA, at the 1996 Olympic Games in order to witness the epic confrontation between Naim Süleymanoğlu from Türkiye and Valerios Leonidis from Greece in the 64 kg. weightlifting division. Süleymanoğlu had been undefeated since 1983 in World and Olympic competitions, but at the 1995 World Championship in Guangzhou, China, Leonidis tied with Süleymanoğlu in the total lift only to come in second due to his razor-thin bodyweight difference of just 200 grams. As a result, the dramatic mood in the stadium in Atlanta was not simply about the competition, but also about the geopolitical conflict between Türkiye and Greece, which intensified the atmosphere, putting great pressure on both weightlifters. However, both Süleymanoğlu and Leonidis rose to the occasion, demonstrating

competitive camaraderie and pushing each other to their physical and emotional limits.

This paper explores the rivalry between Naim Süleymanoğlu of Türkiye and Valerios Leonidis of Greece, which culminated at the 1996 Atlanta Olympic Games against the backdrop of the high political tensions between Greece and Türkiye. The study applies a historical narrative approach along chronological lines, and draws from a variety of primary and secondary sources that include public and private archival materials, newspapers, sports magazines, and additional secondary texts.

ANNA PRIKHODKO

The Kyiv Olympics of 1913 Based on Local Periodical Press

The Ukrainian periodical press of the early 20th century is a unique phenomenon in national culture and an invaluable source of historical knowledge. It is a vast repository of information, and studying it helps us immerse ourselves in the atmosphere of that era, capturing the spirit and socio-psychological tone of society at that time. The periodical press shaped public opinion and values while popularizing various ideas about public life and acted as a barometer of public sentiment.

In the second half of the 19th century, a physical education and sports movement began to develop in Ukraine. By the beginning of the 20th century, the first sports periodicals appeared as independent platforms for discussing current issues about physical education and sports. Kyiv sports magazines, such as 'Beauty and Power' (1913) and 'Sports and Games' (1912-13), along with local newspaper publications, provided researchers with insights into a significant event in Ukrainian history: the First Kyiv Olympics (officially known as the 'First All-Russian Olympics'), which took place in Kyiv from August 20 to 28, 1913. It was the first comprehensive sports competition in the country, as an analog to the Olympics, where athletes competed in various sports, representing teams from different cities and

sports clubs. Female athletes participated in this competition for the first time in Ukrainian sports history. The materials from the Kyiv periodical press allowed for a detailed examination of the event's prerequisites, the complete chronology of the organizing committee's work, the program and competition rules, and also to understand how the direct participants of the event assessed the significance of the Kyiv Olympics for the development of sports in Ukraine. Furthermore, the Kyiv sports periodicals published numerous photographs that documented that remarkable event, along with portraits of the key figures who contributed to the emergence of sports in Ukraine.

Session C4

Telling the Story of Sport in Central and Eastern Europe

BOGDAN POPA

Shifting Perspectives: How Politics Defined Sports Storytelling in 20th Century Romania

This paper explores the impact of politics on the way sports events were narrated and analyzed by the press. 20th Century Romania is an excellent example. On one hand, there was a rapid succession of internal political regimes and subsequent international alliances. On the other hand, press kept a multi-ethnic and multi-language perspective, thus allowing a comparative study. State censorship as well as open or indirect control were constant, even in times reckoned as democratic.

The entangled history of politics, diplomacy, and sport is already well-studied by the Romanian historians (see the contributions of Pompiliu Constatantin, Simona Petracovschi, Marius Rotar, Anita Sterea, Octavian Țăcu). This paper adds to the-above mentioned perspectives a comparison between political regimes. Their internal and international policies. I argue that there was an obvious connection between the international alliances or enmities developed, and the attitude of the press in regard to sports, foremostly in the case of international football. One may find both positive and negative biases in how the press presented opponents. There were differences in losing to allies (Czechoslovakia, Poland, Yugoslavia) and losing to former World War One enemies (Bulgaria, Hungary). In the latter case, the choice of words included fury, derogatory language, sentimental comparisons to wartime events. As the national team met new opponents (Albania, England, Germany), political relations were also defintory. A significant change was brought upon by the establishment of the communist regime. In the early phases, ideologies primed over old enmities, which, at least for a while,

were either not mentioned or simply hidden under carefully crafted phrases.

POMPILIU-NICOLAE CONSTANTIN

Sports Journalists of Romania: How Their Role Has Transformed Over the Past Century

Sports journalism in Romania assumed a significant role in society after World War I, as it navigated the complex interplay between the development of sports, social and political transformations, and the professional duty to report on athletic competitions.

This paper explores the professional life and challenges faced by Romanian sports journalists across three distinct historical periods: the interwar period, the communist era, and the post-communist period. Using archival materials, memoirs from former journalists, and contemporary analyses, the study sheds light on the profile of sports journalists.

During the interwar period, a significant number of individuals were motivated by their passion for sports to engage in sports journalism. However, following the Second World War, the profession underwent a process of professionalization and became increasingly influenced by the ideology and propaganda. The fall of communism in Romania in 1989 further transformed the profile of sports journalists.

This study presents a comparative analysis of the profiles of various journalists, focusing on their backgrounds, philosophies concerning sports, their approaches to their profession, and their relationships with the public, sports institutions, and the state. During the interwar period, the diversity of publications contributed to a significant number of sports journalists. After Second World War, sports journalists operated under the supervision of communist state authorities and developed distinct strategies to navigate their profession. Some adhered strictly to the party line, serving as mouthpieces for official

narratives, while others found subtle ways to introduce critical perspectives or highlight the human aspects of sports that transcended ideology. Furthermore, their access to international sporting events afforded them rare opportunities for travel and exposure to foreign influences.

This paper investigates the impact of journalists on public perceptions of sports and nationalism. By crafting narratives that highlight the triumphs of Romanian athletes in the face of adversity, journalists have significantly contributed to the formation of a national identity that emphasizes physical excellence and ideological dedication. Concurrently, they have been instrumental in shaping public expectations and emotional responses. The study concludes with a reflection on the legacy of Romanian sports journalism and its enduring influence on the media landscape in the post-communist era.

LORENZO VENUTI

Informal ambassadors: the role of Hungarian coaches in Italy in the first phase of the Cold War

Despite the significant decline in cultural relations between the two blocs during the Cold War, relations between Italy and Hungary did not reach a complete standstill. Sport played even a key role in maintaining links between the two countries, particularly through the important Hungarian community in Italy, composed also by football coaches. The translation of technical articles, or the publication of reports on the state of Hungarian football, was of great interest to the Italian public. For instance, as early as 1947, *La Gazzetta dello Sport*, the country's leading newspaper, had a correspondent in Budapest. Utilising a cultural history approach in the context of the Cold War, this paper will analyse the role of some of the most prominent Hungarian coaches in Italy between 1945 and 1962. Notable will be examined figures such as Ernő Egri-Erbstein and Nándor Hidegkuti, who worked in Italy, along with Gusztáv Sebes and

Márton Bukovi, who never trained Italian teams but contributed significantly through their technical articles and expertise.

GABRIEL ARNAUTU & EUGEN BOTA

An analysis of Constantin Lache's impact on collegiate handball

Constantin Lache, an eminent figure in Romanian handball, significantly shaped the sport's trajectory through his contributions as both player and coach. Born in Urleasca, Brăila County, Lache's influence spanned decades, leaving an indelible mark on university and national-level handball. His athletic versatility is evidenced by his participation in both basketball and handball, culminating in a national championship title in 11-a-side handball in 1956.

Lache's visionary approach to the sport led him to recognize the need for modernization. Notably, he organized the first 7-a-side handball match in Romania in 1950, a pivotal step in the sport's evolution. As a member of the FRH Technical Commission, he played a crucial role in implementing this format nationally. His coaching career commenced in 1949, encompassing prominent clubs such as Dinamo București, Știința Timișoara, and Universitatea Timișoara. At the age of 33, he achieved the distinction of winning a national title as player-coach for Știința Timișoara. The subsequent 14 years witnessed Lache and his teams consistently achieving top rankings in national and international competitions, including eight national championships, three runner-up positions, and the inaugural Romanian Women's Handball Cup. His teams dominated the national championship from 1958 to 1968, securing approximately 50% of the titles. His coaching prowess culminated in leading his team to the CCE final in 1973. Despite his success, Lache was never appointed national team coach, possibly due to political circumstances.

This study examines Lache's multifaceted contributions to Romanian handball, utilizing a historiographical approach.

Archival research, encompassing 73 articles from leading Romanian sports publications across several decades, provides the basis for analysis. The distribution of these articles reflects the peak of Lache's influence, with the majority focusing on the 1970s. The analysis reveals Lache's pivotal role in modernizing Romanian handball, adapting to the evolving sporting landscape. This research contributes significantly to a deeper understanding of Romanian handball's history and development.

KAMIL POTRZUSKI

The concept of 'Olympic Games Warsaw 2012' in the Polish press of the 1990s

In Warsaw, several times in the twentieth century there were initiatives taken to build Olympic infrastructure and apply for the right to host the Summer Olympic Games. For various reasons, all of them failed at a relatively early stage, none even resulting in official application to the International Olympic Committee. The situation was similar in the case of the last - so far - major Olympic initiative in the Polish capital - the concept of the 'Vistulian Olympic Games Warsaw 2012', which was proposed in 1992 by former fencers and Olympic medallists, and important figures of the Polish public life at the time - Ryszard Parulski and Wojciech Zablocki. However, the event received a great deal of media attention - local and national press (which will be the primary focus of the study), as well as radio and television. Media coverage was inventoried thanks to the private collections of Urszula Parulska - the widow after Ryszard who passed away in 2017. In her collection, it was possible to find several dozens of press materials of various volumes from 1992-1999, relating to the initiative. According to the research conducted in this collection, it was possible to establish that media reactions ranged from relatively enthusiastic to extremely sceptical, and even ironic. Reactions depended to a large extent on the ideological profile of the newspapers - the national and Catholic

press was most supportive of the project. Sceptical journalists from the liberal and left-wing press emphasised the economic weakness of Poland and the multitude of more urgent social to be solved. The scepticism of a large part of the media may have played a role in the reluctant reception of the initiative by politicians at the governmental level, which ultimately contributed to Warsaw's failure to submit candidature to the IOC.

Session D1

General analysis about the narrative of sports

MASAMICHI AIHARA & TOMOAKI SEKI

Historical Perspective on Sports Facilities in Society: Focus on trends in state-of-the-art sports facilities.

Sports facilities have always been part of society and their roles and functions have changed over time. In particular, with the technological innovations brought about by the Industrial Revolution, sports facilities have contributed significantly to commercialization, the revitalization of local communities and environmental measures, not to mention their architectural form. With the increasing size of sports facilities since the Industrial Revolution, several problems have arisen. These are the increase in cost, the environmental impact and the social impact. Increased costs mean that the construction and maintenance of large facilities is very expensive. The environmental impact is considered to be a problem from the perspective of sustainability due to the large environmental impact of the huge buildings. Social impacts are social issues such as traffic congestion around stadiums and the impact on local communities. These issues are particularly acute in the modern era, when sports facilities have gone beyond simply serving as stadiums and have come to play a more versatile role in the local community. As a reaction to the three problems, the direction of sports facilities will change as follows Sports facilities are expected to provide multifaceted value, not only as a place for sports, but also for the revitalization of local communities and for addressing environmental issues. In order to form the basis for sports facilities to play a more important role in society, the pursuit of multifunctionality, environmental considerations and the use of information technology are important.

As representative examples of modern sports facilities, we will discuss the smart stadiums Levi's Stadium in San Francisco,

USA, Amazon's Climate Pledge Arena in Seattle, USA, and ESCON Field in Hokkaido, Japan.

JÜRGEN MITTAG

The Evolution of the Concept of "Autonomy of Sport" as a Core Narrative of Sport Politics

The autonomy of sport is considered a fundamental structural principle of organised sport. As early as Pierre de Coubertin, the notion of a "pure" sport, free from political, economic, and social influences, was strongly advocated. Coubertin's concept of "Olympism" included the idea that sport should have its own moral and ethical order, independent of national or political interests. Throughout the 20th century, the Olympic Movement, and in particular the International Olympic Committee (IOC), made significant efforts to establish the autonomy of sport as a guiding principle and to use it as a protective shield against state interference.

The proposed contribution examines, from a longitudinal perspective over the course of the 20th century, when and how the concept of sports autonomy became entrenched as a central narrative of the Olympic Movement. This analysis includes an exploration of statutes and regulations as well as declarations and speeches by leaders and officials in organised sport. At the same time, the study also investigates moments when the narrative of sports autonomy was challenged or criticized and identifies the actors behind these challenges.

Although sports science research has explored the concept of autonomy in detail - most notably in the works of Jean-Loup Chappelet and by legal experts - more historically and culturally oriented perspective, which considers the concept as a narrative, promises further insights. Against this background, the proposed paper will also examine the use of the concept in the media, in

addition to its application by sports organisations and political actors.

JEAN BRÉHON & NOÉMIE BELTRAMO

Ego-histoires des historiens du sport en France: une mise en récit singulière?

Ancrée dans une grande tradition intellectuelle, l'écriture autobiographique s'est répandue, en particulier depuis les années 1980, en France comme ailleurs. Cette recrudescence de «textes sur soi» si elle s'inscrit dans un contexte de promotion des individualités et du renouveau biographique observé en sciences sociales (Delacroix, Dosse, Garcia et Offenstadt, 2010) renvoie surtout à une évolution de la discipline historique qui connaît, depuis le dernier tiers du XXe siècle, un regain d'intérêt pour les écrits mémoriels et récits de vie.

Largement stimulée par les injonctions académiques faisant de l'Habilitation à Diriger des Recherches un moment réflexif et de légitimation (Galland, Heimendinger, 2024), les historiens s'emparent du genre ego-histoire (Aurell, 2017) pour produire une histoire personnelle et professionnelle "comme on ferait l'histoire d'un autre" (Nora, 1987). Si les historiens du sport constituent un groupe professionnel aux contours hétérogènes mais ancré dans la communauté historienne (Bréhon, 2025), en quoi les écrits sur soi des spécialistes du sport diffèrent-ils ou non d'une tradition faisant de cet exercice un outil de légitimation professionnelle (Lacoue-Labarthe, 2023)? Dis autrement, que révèlent ces productions personnelles de l'histoire du sport et des historiens qui la fabriquent: une valorisation des "grands moments narratifs" (Zanone, 1996) faisant du parcours de l'historien un itinéraire exemplaire ou l'éclairage plus intime du rapport que l'historien entretient avec les spécificités du sport, du corps, des activités physiques, de l'histoire des pratiques et de la manière dont il entend la produire? L'analyse du corpus retenu, non exhaustif mais représentatif du genre pour le groupe

étudié, autorise à saisir les lignes de partage et les singularités du groupe et de sa communauté.

LEONARDO MASONE

L'atletismo spartano: alti e bassi tra questioni sociali, politiche e culturali

I giochi olimpici, storicamente databili all'incirca a partire dal 776 a.C., rappresentano forse le celebrazioni atletiche e religiose più affascinanti del mondo antico, oltre ad essere riferimenti cronologici fondamentali per gli storici antichi e moderni. Anche nell'*Odissea* sono descritte gare sportive che si svolgono nella mitica isola dei Feaci durante un banchetto e sono praticamente le stesse dell'*Iliade*, con l'unica differenza che il *solos* è divenuto un lancio del disco e viene menzionato anche il salto in lungo (*halma*). Durante il corso dell'VIII secolo e la prima metà VII sec., gli atleti spartani hanno avuto enormi successi ad Olimpia, ma tale predominio quasi assoluto che perdura fra la fine della prima guerra messenica e i primi decenni successivi alla seconda precipitò verticalmente nel corso del VI e all'inizio del V sec. Dopo la fine delle guerre persiane, le vittorie invece si fanno di nuovo relativamente più frequenti, soprattutto nelle gare ippiche. Rispetto a tale fenomeno, non ci sono solo motivi sportivi, ma anche profonde innovazioni politiche, difficoltà sociali e sconvolgimenti culturali che hanno attraversato l'intera società lacedemone. Si propone, in questa sede, una relazione che tenti di indagare almeno in parte alcune delle motivazioni del declino sportivo di Sparta appena menzionato, provando a dare corpo e

volto anche ad alcuni atleti, la cui biografia si è conservata nella memoria collettiva spartana e, più in generale, ellenica.

ROSARIA LEONARDI

Donna, sportiva e cattolica. Lo sport femminile tra “Famiglia Cristiana” e “Stadium”

Obiettivo della relazione è analizzare il modo in cui lo sport femminile, tra la metà degli anni Cinquanta e i primi anni Ottanta, è stato rappresentato e raccontato in due periodici cattolici quali “Famiglia Cristiana” e “Stadium”; come tale narrazione sia cambiata anche in relazione ai mutamenti intervenuti nella società, nella Chiesa Cattolica e nelle due riviste. A tale riguardo, l’arco di tempo considerato appare significativo perché caratterizzato da notevoli e importanti trasformazioni nei costumi e nella mentalità. Il lavoro è svolto in un’ottica comparativa e tenendo conto delle differenze, di pubblico e di intenti, tra i due giornali: un periodico generalista che si ispirava al rotocalco il primo; il secondo un bollettino specializzato e voce del Centro Sportivo Italiano. Si tratta di un’analisi assolutamente nuova nel panorama storiografico dedicato allo sport. Se infatti “Stadium” è già stato utilizzato come fonte per raccontare lo sport femminile, la già scarna produzione su “Famiglia Cristiana” non si è finora mai occupata del tema sportivo. Allo spoglio dei due periodici è stata perciò affiancata l’analisi della non corposa produzione sullo sport cattolico e, soprattutto, sul rapporto tra cattolicesimo, donne e sport. Oltre allo studio dei volumi *I Papi e lo sport. Oltre un secolo di incontri e interventi da San Pio X a Papa Francesco* (curato da Antonella Stelitano, Alejandro Mario Dieguez, Quirino Bortolato e pubblicato dalla Libreria Editrice Vaticana nel 2015), *Lo sport negli insegnamenti pontifici da S. Pio X a Paolo VI* (firmato da Gianni Pinto e pubblicato nel 1964 dall’editrice AVE) e *Fede e sport. Fondamenti, contesti, proposte pastorali* (curato da Carlo Mazza e pubblicato nel 1994 dalle Edizioni Piemme), sono stati letti i saggi di Roberto Cipriani, Laura Demofonti, Felice

Fabrizio, Sergio Giuntini, Luigi Martini, Maria Mercedes Palandri,
Stefano Pivato e Angela Teja.

Session D2

The periodical press in Italy

CARMINE MARINO

Turbocampionato: gli anni d'oro della Serie A sulle pagine del «Guerin Sportivo»

La vittoria della Nazionale italiana ai Mondiali di calcio di Spagna 1982 riaccese la passione e l'interesse per il campionato di Serie A, la cui credibilità era stata seriamente compromessa dallo scandalo-scommesse del marzo 1980 (Foot 2006, 2010). Da questo punto di vista, il ritorno degli stranieri a partire dalla stagione 80/81 fu un'eccezionale operazione d'immagine che non rilanciò soltanto le nostre squadre di club sulla ribalta internazionale, ma alimentò anche il mito del «campionato più bello del mondo», assecondato anzitutto dalla stampa specializzata. La popolarità dei grandi campioni che frequentarono i campi di Serie A negli anni Ottanta e Novanta - sfociata in un vero e proprio divismo di ritorno (Dietschy, Pivato 2019) - sulle pagine del «Guerin Sportivo», lo storico «settimanale di critica e politica sportiva» fondato a Torino nel 1912. Il rilancio avviato da Italo Cucci a metà anni Settanta - peraltro in una fase di crisi dell'intero settore della carta stampata - gettò le basi per la riaffermazione del «Guerino» tra i tifosi e gli appassionati, avvenuta negli anni della direzione di Marino Bartoletti (1987-1990), che si confrontò con l'evoluzione in senso spettacolare del fenomeno calcistico, indagandone aspetti all'epoca poco conosciuti (come il tifo organizzato, le sponsorizzazioni, il rapporto tra calcio e sistema mediale), ma senza perdere di vista i grandi protagonisti della domenica. Con questo contributo, l'autore intende cogliere il valore aggiunto del «Guerin Sportivo» nel racconto della golden age del calcio

italiano, esaminandone altresì l'impatto sul linguaggio giornalistico applicato allo sport.

GIACOMO MADDALONI

Tradizione positiva o «fenomeno barbarico e moderno»? Lo sport nella visione di Strapaese

Nell'analisi del fascismo e della sua ideologia diversi lavori si sono orientati ad analizzare le sue correnti, tra cui quella denominata Strapaese. Tra i vari testi che ne hanno trattato si deve menzionare il volume di Luca Leonello Rimbotti, *Fascismo rivoluzionario. Il fascismo di sinistra dal sansepolcristo alla Repubblica Sociale*, nel quale, tra i vari temi, viene analizzata la visione del mondo strapaeseana, la quale si opponeva alla normalizzazione del regime, auspicando il mantenimento della via rivoluzionaria legata alle origini rurali del fascismo. Sulla stessa linea vi è lo studio di Renzo Busini, *Il selvaggio squadrista, 1924-'25: le radici di una corrente del cosiddetto fascismo di sinistra*. Dal punto di vista artistico, letterario e di costume, prendendo in esame le riviste sulle quali veniva espresso il modo di pensare di questa componente, il movimento è stato studiato nel volume a cura di Luciano Troisio, *Le riviste di Strapaese e stracittà. Il Selvaggio, L'Italiano, '900*, oltre che, per il caso specifico de «Il selvaggio», nel volume a cura di Carlo Ludovico Ragghianti, *Il selvaggio di Mino Maccari*. Merita menzione anche il volume di Luisa Mangoni, *L'interventismo della cultura*, una cui parte è dedicata alla componente strapaesana.

Scopo di questo lavoro sarà dunque quello di indagare, direttamente dalle colonne dei principali periodici legati a Strapaese, i già menzionati «Il Selvaggio» e «L'Italiano», il modo in cui tale movimento si occupò di sport. Sarà posta attenzione al taglio narrativo utilizzato dai periodici, evidenziando il ruolo che la componente strapaesana attribuì alla pratica sportiva, sottolineando gli aspetti positivi e negativi attribuiti ad essa. I periodici menzionati sono conservati alla biblioteca della Scuola

Normale Superiore di Pisa, nella Biblioteca Nazionale Centrale di Firenze e sono consultabili online al Fondo Apice dell'Università degli Studi di Milano.

JOONAS KANANEN

Football in Fascist Italy and complex roles of journalists

Earlier research has shown how expertise in sport and ruling ideology could co-live and infiltrate to journalistic discourses in Fascist Italy. (Landoni 2020, 43-49) This idea inspires me to examine the role of journalists in my presentation held in the Congress of CESH in Salerno. This is further supported by the fact that various archival and media sources, that I've studied during my dissertation on football's spaces in Fascist Italy, provide knowledge about the complex and often contested role of sport journalists.

Their practice of profession was heavily conditioned by the authoritarian regime. Nonetheless, sport, and football in particular, also offered journalists leeway to express views that weren't always in line with the regime's emphasis on discipline and order. Alongside propagandistic demands and incitation of parochial passions among the followers of football, journalists also contributed to the development of football-related know-how in Italy.

In my presentation, I will discuss the phenomenon by leaning on evidence found from the Central State Archives, prefectural archives and media sources. Various complaints and aggressions faced by journalists in Fascist Italy imply that they were involved in the realm of fandom. This and other points

brought up in the presentation encourage to reflect multifaceted roles of sport journalists.

CLAUDIO MANCUSO

Vetrine, cimeli e slogan. Forme narrative del discorso sportivo nel ventennio fascista

Obiettivo della ricerca è quello di indagare il complesso rapporto tra sport e ideologia fascista attraverso una prospettiva quasi inedita, ovvero quella della sua rappresentazione all'interno di manifestazioni espositive.

L'intervento focalizzerà l'attenzione sulla ricostruzione del ruolo dello sport nelle mostre tematiche promosse dal regime fascista, concentrandosi in particolare su alcuni eventi iconici, come la Prima mostra dello sport alla Fiera di Milano del 1933, la Mostra nazionale dello sport del 1935 e, infine, la Mostra internazionale dello sport II'Eur42, ovvero la mostra mai portata a termine in occasione dell'Esposizione universale di Roma del 1942.

GÁBOR ANDREIDES

Weisz and his companions: journalism, the language of the sport press and Hungarian non-professional correspondents in Italy in the 1920s and 1930s

“In the interest of our nation, it is imperative to perpetuate the sympathy of Italian public for our homeland. Hungarians residing in Italy are undertaking this responsibility with distinction. Our intellectual and physical labourers are garnering commendation from their superiors, while our artists are receiving acclaim from concert halls. However, it is noteworthy that the athletes are attracting the attention of tens of thousands of spectators and whose performance is often reported in the pages of the press”. As Árpád Weisz wrote in his magazine article in the *Giornale degli ungheresi di Milano*, the role of the sportsman in this regard

is of particular significance. This also because the growth of journalism in the afterwar, partly due to the population's renewed interest in national achievements. Consequently, political propaganda did not hesitate to utilise sport to achieve political goals. This was particularly important for Hungary: following the First World War, the country found itself in a state of diplomatic isolation and need allies. Weisz's article concluded with the assertion that "the ambassadors of Hungarian culture were not armed with lethal weaponry, but with the grace of their movements. The result of this approach was most satisfactory. It is to be seen how, on a weekly basis, the icy veil that envelops the public's heart begins to thaw, and in the moment of profound emotion, thousands and thousands of people celebrate the son of yesterday's adversary: the Hungarian footballer."

The presentation seeks to analyse the role of journalism in the sports-political realm by examining the examples of Hungarian football figures such as Weisz, not professional journalists but rather footballer-coaches who served as correspondents.

Session D3

Martial Arts and traditional games

MICKAEL LANGLOIS

Legitimizing the Vietnamese martial arts community: from oral transmissions to the writing of an intangible patrimony

Martial arts represent an important cultural aspect in Asia. In Vietnam, numerous schools and styles are present. France was also a receptacle and a hub for Vietnamese martial arts. This link and diversity can be explained by a rich history and numerous circulations (national and international) that have taken place. The aim is to explore the current state of these martial arts, which are established throughout the world but less recognized than their Chinese, Japanese or Korean counterparts. Because of the situation, but also because of their histories, they have not, by hypothesis, succeeded in legitimizing a field of specialization or recognition in the sporting or associative domain.

However, there is a body of literature on the subject. Often written by practitioners and masters themselves, these books often highlight both the technical and historical specificity of their school. The construction of their own narrative then tends to legitimize themselves to a public already interested in the martial arts. It's interesting to note that the repetition of the same elements on the French colonial period, for example, is part of an anti-colonialist narrative.

Finally, the historical relationships between these different players need to be questioned. These narratives are often neglected, focusing instead on a single school or federation, and much less on the interactions between them. The historical connection of these schools would highlight the specificity of a

process of nationalization (or not), claiming an identity but not a standardization of these body techniques.

In short, we explore how these martial practices and their actors have adapted strategies to create their own narratives, either in continuity with a national or martial literature or by reinventing it.

SIMONA PETRACOVSCI

Karate during Communism Romania: the history of ban

In Romania, on August 27, 1982, Decision No. 1253 of the Bureau of the Executive Committee of the National Council for Physical Education and Sports was drafted, which completely prohibits the organization and operation of any forms of yoga and karate, next to or within sports clubs and associations or other units.

Using the historiographical method, we will try to analyze the conditions in which karate was built and evolved in Romanian society during the period 1960-1990 in order to explain a unique situation in which sport can be declared a dangerous activity for society and as such be prohibited.

For this, the newspaper archive from the period 1960-1990, the CNSAS archive (former Securitate) were studied and interviews were conducted with former participants in those activities. The results indicate that remaining clandestine, karate continued to be practiced with enormous risks. This reveals that physical activities can be transformed into political instruments of control over the population and can curb the further development of these practices by forming negative opinions of the population about them. The particular history of Romania reveals that a bodily practice determined a political decision to prohibit it due to the spiritual development created, which was in contradiction with the ideology of the respective period. On the other hand, the fear of the communist regime was also towards the masses of people gathered and the possibility of starting an action to combat the communist government, so that the Securitate (the

state control body) closely supervised any group, both of a religious nature (sects) and other forms such as karate.

RAMIRO CABAÑES MARTÍNEZ

The Jai Alai presence and evolution in the Shanghai local and foreign newspapers, 30s and 40s.

The arrival of Basque pelota in Shanghai was preceded by numerous articles and advertisements in the Shanghai press. There were significant differences in the aesthetics, information, and ways of promoting or discussing jai alai in the Chinese and Western press, based on the varying perceptions and levels of knowledge among different ethnic groups.

Once the frontón was established, the press published results, match reports, and even gossip articles about the sport. In particular, the Chinese press showed an evolution in how they covered Basque pelota. Initially, Chinese articles explained the rules and introduced the players, but later, influenced by Chinese religious traditions, they began publishing tips for predicting result patterns to increase betting winnings.

This research has demonstrated that media coverage was essential for the establishment of jai alai in China and for its cultural translation from a Western concept of sports entertainment to one of “martial betting” (武賭, wudu). Articles and reports in local newspapers served as a crucial tool for transcultural relations surrounding this sport.

ANAMARIA PAUTU & DOMOKOS MARTIN

Oina-between tradition and Nationalism in communist Romania

Oina is the national sport of Romania, with a centuries-old history, passed down from generation to generation, especially in rural areas. Considered a symbol of Romanian sports tradition, oina was initially practiced in village communities, where it served

as both entertainment and physical training for young people. During the communist period, particularly in the last 12 years (1977-1989) under the leadership of Nicolae Ceaușescu, communism was characterized by nationalism, and sports, along with other fields, contributed to building the nationalist ideology.. Mass sports events such as Dacia Cup or the U.G.S.R. Cup for oina were not just competitions but collective mobilization opportunities where sports became a means of promoting the party's ideology. Oina, presented as "our national sport," was used to reinforce a socialist national identity (Sportul, 1981, p. 7). The aim of this article is to identify how oina benefited from political support to promote the idea of nationalism and national identity through sports in Romania during the period 1977-1989. Articles published between 1977 and 1989 in Sportul, a national newspaper issued six times a week, were analyzed. Thematic analysis, a qualitative method that allows for the identification and interpretation of key themes, was used. The results indicate that sports during the communist period were used as a tool for propaganda and collective mobilization, directly serving the political objectives of the regime. The analysis of articles published in Sportul between 1977 and 1989 reveals that sporting events were not promoted solely for their competitive value but primarily as an expression of the success of socialist ideology and the leadership of the party.

Session E1

Sports managers and sports rules

GIANLUCA SORRENTINO

*Une réglementation contre les nouveaux flux financiers?
L'introduction du licensing dans le football professionnel suisse
dans les années 1990*

En marge des compétitions du Big Five, sur lesquelles une foisonnante littérature a été produite, le cas du football suisse est emblématique et mérite une analyse afin de mettre en évidence un aspect particulier des dynamiques de professionnalisation dans le football d'élite, qui s'inscrit pleinement dans le cadre plus large de la construction d'un "espace du football professionnel suisse". Compris dans une dimension complexe et polyphonique, notre intention est d'aller plus loin que le cadre classique de la professionnalisation en examinant les dynamiques de structuration des institutions qui gouvernent le football suisse.

Étant donné que la performance d'un club de football dépend – parmi d'autres aspects - de la qualité des athlètes recrutés, et par conséquent de sa capacité financière à maintenir une main-d'œuvre et des infrastructures professionnelles, notre argumentation se concentre sur l'introduction par l'institution nationale gouvernant le football professionnel (la Ligue nationale et, depuis 2003, la Swiss Football League) de mécanismes et d'indicateurs de suivi des performances économiques et financières des clubs: l'introduction d'un tout nouveau système de licence. Dans un nouveau contexte, dans lequel le football va subir une profonde redéfinition de ses «règles du jeu», ici au sens économique et politique (Schotté, 2016), ce nouveau processus d'octroi de licence est compris comme un outil de régulation capable de garantir l'équité et la compétitivité de ses compétitions, tout en créant les conditions sous-jacentes de la durabilité. Il s'agit donc de montrer comment la relation entre la

ligue et les clubs, dans une dynamique de co-construction, se joue dans une interaction à la fois conflictuelle et complémentaire, dans un contexte de contraintes et de concessions, dans le but de développer les structures footballistiques et, en même temps, de garantir la régularité des compétitions et d'assurer la pérennité du modèle.

ARND KRÜGER

Is opportunism a human right? The case of the Guido von Mengden

After Gymnasium Guido von Mengden (1896 – 1982) volunteer for the World War and was severely injured. From 1917 onward he studied Geodesy at Bonn University and worked as a surveyor. In 1924 he changed his profession. Having played soccer in his youth, he became a journalist, responsible for Arts and Sport for the local Rheydter Tageblatt. In 1925 vM became Secretary General (SG) and editor-in-chief (EiC) of the Westdeutscher Spielverband. In that capacity he reported from the 1928 Olympics. In the Depression, he lost his job, worked self-employed teaching different sports in different clubs meagrely paid.

May 1, 1933 he joined the NSDAP, went to Berlin and became Press Secretary (PS) of German Football. In 1935 he moved up as PS of German Sports and a year later speech writer of the Reichssportführer and EiC of the Reichssportblatt. As late as 1945 he was an ardent propagandist of the Nazi cause. Some wanted to see him hanged. After the fall of Berlin he went into hiding, eventually fleeing the city helped by old friends from his native Lower Rhine.

In Krefeld he worked as a club administrator and was denazified as a fellow traveller in 1949. In 1951 he was hired as SG of the German Olympic Society. There he met Willi Daume who took him along as his main speech writer and SG of the German Sports Federation. So, he served the President of West German

sports in the same capacity as he had served the Reichssportführer. After retirement he continued to oversee the official Olympic publications of the German Olympic Committee. There is a book on his Nazi activities ending in 1945 by Bernett (1976) and a rebuttal book by vM (1980). GDR critique of this continuity was taken as undesirable Communist intervention in the Cold War. The current case study is based on journal and newspaper sources and a 5-hour interview with vM, in which he claimed the human right for opportunism. The evaluation of a sportswriter who is also a political writer changes depending on the circumstances in which this evaluation takes place.

NOÉ VARRIN

Les sommets de la politique ou la politique des sommets? Roger Bonvin (1907-1982) un président de la Confédération Suisse entre deux cimes

Élu au Conseil fédéral en 1962, après une carrière d'élus local et cantonal, le valaisan Roger Bonvin va jouer un rôle décisif dans l'aménagement des Alpes suisses. À la tête du Département fédéral des transports, des communications et de l'énergie (DFTCE) de 1968 à 1973, il va contribuer à l'élaboration d'un cadre légal favorable au développement du tourisme, notamment par la modernisation des infrastructures des stations de ski.

Toutefois, cette politique rencontre de nombreuses oppositions, en particulier de la part de milieux environnementaux, alors en train de se structurer. Dans ce cadre, sa réaction face au refus d'une concession pour un téléphérique à Arolla en 1966 ou la candidature de Sion aux Jeux Olympiques de 1976, finalement battue par Denver, reflètent son ambition de faire du Valais un pôle touristique majeur. Son action en faveur des stations d'Arolla, Champex ou Zermatt, par l'attribution de concessions pour des remontées mécaniques, révèle une posture ambiguë entre expansion touristique et préservation de la nature. Cette

dualité culmine avec le vote de la loi sur l'aide à l'investissement dans les régions de montagne (1973), visant à réduire les inégalités régionales tout en stimulant la croissance économique.

Dans le cadre de notre contribution, nous souhaitons mettre en lumière les tensions entre l'attachement de Roger Bonvin à son canton natal et son engagement en faveur de son développement économique. De fait, cet homme politique incarne une période singulière, faite de tensions persistantes entre modernisation économique et conservation du patrimoine naturel alpin.

Cette contribution s'appuie sur le fonds d'archives privé de Roger Bonvin, conservé aux Archives cantonales valaisannes. Ces documents inédits couvrent notamment son passage au Conseil fédéral entre 1968 et 1973. Des articles de presse locale de la même période complètent ces sources, permettant de retracer son ascension politique jusqu'à la présidence de la Confédération suisse.

Session E2 Winter Sports and Orienteering

GRÉGORIE QUIN

Leading international ski beyond “White Gold”. How Marc Hodler transformed alpine skiing in a commercial and a geopolitical success

Marc Hodler’s career at the head of the Fédération Internationale de Ski (FIS) is singular in its longevity (47 years from 1951 until 1998) and marked by the seal of success around the creation of one of the most famous competitions in the history of contemporary sport. Although this history is intertwined with the history of the rise of the “White Gold” in the second half of the twentieth century (Quin, Tissot, Leresche 2024), it cannot avoid examining the trajectory of one of its key promoters (Cala, Quin 2019). Our ambition is therefore to propose a critical biography of Marc Hodler, to understand the institutionalisation and legitimisation of alpine skiing in the second half of the 20th century, from the Olympic slopes to the most famous ski resorts, via the podiums of the first stages of the World Cup at the end of the 1960s (Cala 2023).

We will therefore analyse the commitment of Hodler in the establishment of an administration for international skiing, his position toward the sensitive issue of the athletes’ professional status and his success in selling and promoting international ski competitions, as far afield as the southern hemisphere. Thus, Marc Hodler’s trajectory is as much about the history of skiing as it is about the history of tourism, elites and capitalism.

Our analysis is based on different types of documents, particularly the archives held by the FIS. There is a wealth of correspondence between Marc Hodler and his General Secretary, Sigge Bergman, between 1961 and 1975. These archives also contain the minutes of congresses and executive committee meetings, as well as official bulletins. We will also be

relying on documents from the Comité International Olympique, where Hodler acted as member from 1963 onwards, as well as a review of the specialist and general press.

DOMOKOS CERASELA & ARSENIA NADA
Evolution of Orienteering in Romania

Orienteering is a multidisciplinary activity that combines physical endurance with problem-solving skills, map reading, and decision-making (Minoiu, 2022). In Romania, the emergence of this physical activity is attributed to Professor Davidhazy Coloman, who organized the first touristic orienteering competition on October 26, 1947, in the Zarand Mountains. From the beginning to the present, the development of orienteering has followed a variable path, with notable fluctuations determined by the socio-political and economic context. Thus, in communist society, characterized by rigid bureaucracy and adherence to Soviet directives, the sport was integrated into the control and standardization system, being subject to political directives (Constantin, 2020). On the other hand, after the removal of the communist regime, the Romanian Orienteering Federation was established in 1990, which had previously functioned only as a subcommittee within the Alpine Tourism Federation for 30 years. Consequently, this non-Olympic discipline faced challenges in attracting the necessary resources for its development.

Identifying different approaches to practicing this sport during and after the communist regime. Observing the popularity of this sport as well as the political involvement within it before and after Nicolae Ceaușescu, both nationally and internationally.

In the semi-structured interview method used, a structured grid was employed to analyze the differences in the approach to this sport before and after the communist era. The interviewed participants practiced orienteering during the targeted periods. To provide an even more comprehensive picture of the subject addressed in Romania, various newspapers were consulted,

from the emergence of this sport discipline to the present. The analysis carried out highlighted the fact that orienteering before the fall of the communist regime was more well-known among the population, more practiced, and more highly regarded by the country's leadership, but it also faced more restrictions from the authorities. Additionally, during the communist years, orienteering was in total isolation because it was perceived as an activity that could damage national security. Under these conditions, Romanian athletes were not allowed to interact with international athletes, as it was believed that maps could convey strategic information beyond the country's borders.

JULIANE LANZ

Dreaming of high mountains...the portrayal of hiking, climbing and mountaineering in the GDR

Travelling beyond borders was hardly possible for those who lived in the GDR. Even towards the East to the brother countries there a lot of restrictions. Therefore, people in Eastern Germany that were interested in mountaineering, hiking and climbing had only very limited access to high mountains, e.g., in Poland or Czechoslovakia. The picture the Eastern-German periodical "The Tourist" drew was different. Although the magazine only focused on destinations in socialist and communist countries, it gave the impression that there was a wide range of travel targets and adventures.

In the planned contribution at the CESH conference 2025 the concept and the storytelling of the periodical "Der Tourist – Monatsblatt für Wandern und Bergsteigen" (The Tourist – Monthly Bulletin to Hiking and Mountaineering) will be introduced. The journal was published from 1961 until 1990, what means it started its publication activity in the same year the Berlin Wall was built and the Eastern German World became very narrow.

It is examined to what extent the magazine followed the political

ideas of the GDR leadership, how the editors designed the content and who was responsible. In order to do so the Eastern German access to the Soviet *Pik Lenin* and *Pik Kommunismus* (today in Tadjikistan) and its reception are evaluated by archive research and media analysis. The presentation would fit into the themes: Sport in Periodical Press and The Political Use of Sport.

Session E3

The periodical press in France

COLLECTIF MEDIJSJEU

Entre dissimulation et starification. Ce que Le Petit Quotidien montre du football aux enfants de 6-10 ans

Malgré un plan fédéral de féminisation impulsé en 2011, le football français présente un taux de féminisation de 7,4%. Parmi les six pistes explicatives au complexe processus de féminisation du football français mises au jour par l'état de l'art, nous avons souhaité explorer celle qui concerne la médiatisation stéréotypée du football "féminin" (Hidri Neys et Mennesson, 2024), en analysant la mise en mots et en images du football dans la presse écrite dite "éducative" (Charon, 2003).

C'est Le Petit Quotidien qui a retenu notre attention. Parce qu'il constitue une référence journalistique incontournable de la presse écrite quotidienne enfantine par le lectorat touché: il est le seul quotidien existant pour la catégorie d'âge des 6-10 ans et comptabilise plus de 60 000 exemplaires édités par numéro. Il est également reconnu et diffusé au sein des écoles primaires françaises. Par l'intermédiaire de ses enseignants, le Ministère de l'Education Nationale invite en effet les enfants à lire ce magazine mis à disposition, voire à s'y abonner et le recevoir au domicile durant une année, en bénéficiant de tarifs préférentiels. Dans un premier temps, nous présenterons notre cadre méthodologique qui repose sur l'analyse quantitative d'un corpus exhaustif du magazine (2009-2019) et sur l'analyse qualitative d'entretiens semi-directifs menés auprès des rédacteurs en chef et journalistes du magazine (n=6). Dans un second temps, nous mettrons au jour les modèles de sportivité footballistique diffusés dans Le Petit Quotidien: une pratique masculine, qui dissimule les qualités physiques nécessaires pour évoluer dans le football de haut niveau, les marques de l'effort sportif et les contacts entre joueurs, et participe d'une valorisation du champion (Boure,

2009) au détriment de l'équipe. Nous montrerons combien cette individualisation (Bertrand, 2008) et vedettisation (Granger, 2011) des joueurs tend à déformer la réalité perçue par les jeunes lecteurs. Dans un dernier temps, nous fournirons quelques pistes explicatives à cette désinformation en nous appuyant sur l'analyse des conditions de production de l'information journalistique.

COLLECTIF MEDIJSJEU

La mise en récit des coupes du monde de football dans Le Petit Quotidien: une différenciation selon le genre (2010-2019)

Si l'histoire des coupes du monde de football, grands évènements sportifs internationaux réunissant une très large audience (Andreff, 2012), est connue (Dietschy, Gastaut & Murlane, 2006 ; Wahl, 2013 ; Eisenberg, Lanfranchi & Mason, 2004), leur analyse au prisme du genre reste peu étudiée. Depuis 2019, le collectif interdisciplinaire MediSJeu analyse, via ce prisme, l'influence des récits médiatiques sur la socialisation sportive des jeunes. L'objectif est ici d'étudier la mise en mots et en images des trois dernières coupes du monde de football masculines (2010-2014-2018) et féminines (2011-2015-2019). Notre communication s'intéresse à un support encore peu exploré, la presse écrite "jeunesse" (Charon, 2002) par l'analyse d'un titre spécifique, Le Petit Quotidien, seul journal quotidien pour les 6-10 ans. Ce dernier, reconnu et diffusé au sein de l'Éducation nationale, comptabilise plus de 60 000 exemplaires édités par numéro (ACDM, 2019). La première borne temporelle choisie est le tirage au sort des groupes pour la phase finale de l'épreuve (décembre de l'année précédente pour chaque coupe du monde, en considérant le tirage comme le lancement officiel de l'épreuve par la FIFA) et l'attribution du trophée de joueur(se) de l'année, symbolisant la clôture de chaque coupe du monde

investie. Ceci représente pour chaque compétition dix mois de contenu médiatique.

Le corpus exhaustif a été soumis à une analyse quantitative des invariants structurels, à une analyse thématique de contenu, et un travail iconographique et iconologique a été réalisé. Le recours à la méthode historique est ici particulièrement utile. L'archive reconstituée est appréhendée au prisme des contextes journalistiques et sportifs pour chaque événement (Attali, 2010), ce qui a permis de repérer les continuités/ruptures dans le temps. L'analyse critique interne/externe (Le Goff & al. 1974) des documents a enfin permis d'établir la véracité du fait historique, son reflet médiatique et les transformations identifiées.

JOSEPH CORENTIN

102 points à 48: le récit dans la presse française de l'humiliation tricolore face à l'athlétisme allemand lors de la rencontre du 15 septembre 1935

La presse et le sport, comme activité de professionnels et d'amateurs produisant un spectacle populaire, sont à l'évidence intimement liés. Les journalistes ont fréquemment créé des événements, ils les suivent et les relatent dans les journaux dont ils tirent leurs moyens d'existence (During, 2015). L'histoire de la narration sportive dans les médias est ainsi une histoire des représentations qui étudie la manière dont les hommes et femmes du passé se représentaient la réalité. Dans le contexte singulier des années 1930 où le Troisième Reich s'affirme, la relation athlétique entre l'Allemagne et la France est bien ancrée, neuf rencontres étant organisées à partir de 1926. La rencontre du 15 septembre 1935 donne cependant lieu à un tournant sur le plan sportif avec une écrasante victoire des athlètes allemands (102-48 points). La presse française généraliste et sportive relate les performances qui causent cette lourde défaite de l'athlétisme français et propose une analyse aiguisée. À moins d'un an des Jeux olympiques de 1936 à Berlin, la débâcle sportive plonge

l'athlétisme français dans la crise. Cette rencontre est une illustration exemplaire d'une relation franco-allemande tendue, le stade d'athlétisme faisant office de lieu d'affrontement. Ainsi, l'objectif de cette communication est d'étudier le récit et le traitement que la presse française livre sur cette rencontre athlétique historique face à l'Allemagne, dans un contexte diplomatique qui ne cesse de se tendre entre les deux nations. Outre les aspects techniques des rencontres, on visera à analyser les représentations en termes politiques et sportifs qui sont relayées dans les différents journaux. Le corpus de presse se compose de périodiques spécialisés (L'Auto, Le Miroir des Sports, Match) et généralistes (Paris-Soir, Excelsior, Le Petit Journal), permettant ainsi de croiser les sources d'origines variées.

Session F1 Italian Stories

VINCENZO CASSARÀ

From Marginality to Redemption: The Media Narrative of Palermo Football Club Between Sporting Periphery and Urban Identity (1974-2022)

In sports history studies, the role of media narratives in shaping local football identities is central. Scholars such as John Foot, Antonio Papa and Guido Panico have highlighted the link between football and territorial identity in Italy, while Paul Dietschy has analyzed “peripheral” teams like Saint-Étienne. However, little attention has been given to how national and local media have influenced the perception of Southern Italian teams, contributing to a sporting narrative oscillating between marginalization and redemption.

This study examines the case of the Palermo Football Club, a team historically depicted either as a victim of sporting injustices or as a symbol of civic resurgence. Unique for its pink-and-black colors, the only combination of its kind in professional football, Palermo has often been portrayed as an outsider within the Italian football landscape. Through an analysis of national and local press sources (*Giornale di Sicilia*, *la Repubblica*, *Corriere dello Sport*), television archives (RAI, Sky, Mediaset), and publications on the club’s history, this research explores how the media have shaped Palermo’s footballing image over time. The methodological approach integrates sports history and media studies, applying a comparative analysis between the media coverage of Palermo’s defeats and the local perception of the club. The promotion to Serie A in 2004, after a forty-year absence, and the presence of five Palermo players in the 2006 World Cup-winning Italian national team significantly altered the club’s role in Italian football. More recently, the acquisition by the City Football Group has launched a new phase of visibility.

Beyond shaping national perceptions of the team, Palermo's media narrative has strengthened the collective memory of its fanbase, consolidating a sense of identity and belonging. The pink-and-black colors have become a strong identity symbol, reinforcing the uniqueness of the club. This research demonstrates how football media coverage can transform the sport into a central element in constructing urban imagery and collective identity.

SAVERIO BATTENTE

La narrazione della pallacanestro in Italia

Il basket ha visto una radicale trasformazione de suo modo di raccontarsi dal ventennio fascista fino ad oggi. Essa non solo contribuito alla crescita e alla modernizzazione della disciplina sportiva, ma anche alle modalità di racconto dello sport in generale in Italia. Il contributo intende ripercorre tappe fondamentali di questo processo mettendo in luce la genesi di una stampa specialistica, le principali figure chiavi in tal senso, l'impatto della radio e della tv fino ad internet.

ELIA FIORENZA

Gigi Marulla. Un'icona del Cosenza tra sport e identità economica

Gigi Marulla, attaccante simbolo del Cosenza Calcio, non è solo una figura centrale nella storia sportiva della città, ma anche un'icona che intreccia aspetti economici e sociali legati alla comunità locale. Nato a Stilo nel 1963, Marulla si affermò come uno dei calciatori più amati e longevi nella storia della squadra rossoblù, contribuendo a mantenere il Cosenza a livelli significativi del calcio italiano, dalla Serie B alla Serie C1, per oltre un decennio. Il suo attaccamento alla maglia e le sue imprese sul campo, con ben 89 gol in campionato, lo resero non

solo un punto di riferimento sportivo, ma anche un simbolo identitario per una città che vedeva nel calcio un mezzo di riscatto economico e sociale. Il Cosenza, come molte altre città del Sud Italia, ha attraversato fasi di crisi economica, ma il calcio ha rappresentato un fattore di coesione e di visibilità a livello nazionale. Marulla divenne il volto di una squadra che, pur non raggiungendo mai il vertice delle classifiche, mantenne viva la passione di una tifoseria devota e legata al territorio. La sua figura è divenuta un emblema di resistenza e di attaccamento alla propria realtà, un aspetto che si riflette anche nell'economia della città, dove il Cosenza Calcio, pur con limitati mezzi, ha cercato di conservare un ruolo importante.

La morte prematura di Marulla nel 2015, unita all'intitolazione dello stadio cittadino a suo nome, ha consolidato il suo status di eroe locale, simbolo non solo del calcio, ma di un'intera comunità che nel suo cammino sportivo ha visto rispecchiarsi speranze, sacrifici e aspirazioni di un'intera generazione. Il suo ricordo resta vivo nella memoria collettiva, alimentando il legame tra sport e identità economica della città di Cosenza.

NICOLA SBETTI

Come giocava il Grande Torino? L'influenza della tragedia di Superga nella narrazione dello stile calcistico della squadra capitanata da Valentino Mazzola.

L'obiettivo di questo intervento non è tanto quello di ricostruire lo stile di gioco del "Grande Torino", la squadra capitanata da Valentino Mazzola e costruita dal Presidente Ferruccio Novo, che funse da punto di riferimento del calcio italiano nei primi anni del secondo dopoguerra fino alla tragedia del 4 maggio 1949 in cui l'aereo che trasportava la squadra si schiantò sulla collina di Superga. Piuttosto, utilizzando come fonte la stampa sportiva e quella generalista italiana, lo scopo della presentazione sarà quello di analizzare come l'evoluzione della memoria di quel Torino nei 75 anni successivi alla sua drammatica fine, abbia

finito per impattare anche nella narrazione del suo stile di gioco, che significativamente si avvicinava sempre con quello della squadra dominante dell'epoca dall'Olanda di Crujff, al Milan di Sacchi, fino al Barcellona di Guardiola.

DEBORAH GUAZZONI

Sports Narrative in Italian Sports Museums

Since sports museums are among the primary venues for the public to witness the unraveling and presentation of sports narratives, they are crucial hubs for the advancement of sports history, to which archival sources—such as folktales and protagonists' stories, material culture, photographs, and videos—also contribute. In recent years, these institutions—which have a rather mixed character in Italy—have grown to be a significant and diverse reality, providing interpretations of sports events and myths that must satisfy a number of demands, including the public's need for information and identity representation, as well as the financial requirements and self-representation of federations, teams, associations, institutions, and nations.

In the context of creating a public history that integrates research, dissemination, and communication, the intervention seeks to draw attention to the necessity of a shared interdisciplinary perspective on these institutions, starting with the Italian case.

ANDREA FRANCO

Il primo lampo azzurro sugli sci stretti La vicenda di Marcello De Dorigo, fra successi e dolori

All'inizio degli anni Sessanta, un ragazzo agordino, minuto e dotato di una straordinaria forma di bradicardia, trionfò in alcune

competizioni internazionali di sci di fondo – primo atleta estraneo all'area del Nord-Europa, pure lato sensu intesa.

Per la prima volta, lo sci di fondo, sino a quel momento considerato dall'opinione pubblica italiana alla stregua di uno sport per soli valligiani, estraneo alle passioni massificate (che invece accendevano la borghesia italiana quando i riflettori si accendevano sullo sci alpino) spalancò l'interesse del pubblico: Marcello De Dorigo (1937-2024) sembrava l'atleta predestinato, incamminatosi verso un percorso da campione assoluto, tanto che persino la Domenica del Corriere gli dedicò una sontuosa copertina.

Marcello prese parte con buon successo a due edizioni olimpiche (Squaw Valley 1960, Innsbruck 1964) e a due Campionati del Mondo (Lahti 1958, Zakopane 1962) e conquistò per cinque volte la medaglia d'oro e una d'argento ai Campionati italiani assoluti. Nel 1963, la sua stella brillò Le Brassus, in Svizzera, dove nella 15 km pre-olimpica (la Coppa del Mondo era di là da venire) vinse con lo stesso tempo del finlandese Oikarainen; nelle prove preolimpiche di Seefeld, in Austria, fece cose straordinarie, classificandosi secondo nella 30 km dietro al norvegese Øsbye e si impone nella 15 km, lasciando dietro gente del calibro di Olsson, Hiermstad, Persson, Grønningen, Jernberg, Roennlund, Vaisanen, Tiainen e Kolčín.

La buona sorte lo abbandonò alla fine del mese di novembre del 1964, allorquando, durante un allenamento in corso di svolgimento a Volodalen, in Svezia - dove erano stati radunati alcuni fra i più forti atleti del mondo - le nuvole basse gli fecero perdere l'orientamento, sino a costringerlo a sciare per tutta la notte, semiassiderato, nel gelo artico. La disavventura gli costò l'amputazione delle dita dei piedi e, con ciò, la fine dei sogni di gloria. Nel 2017, la regista Lucia Zanettin ha dedicato a questa vicenda il film "Le stelle di Celi".

Session Sports in International Relations

ARTHUR MALÉ

L'exploration sportive au service des relations diplomatiques (années 1950). L'exemple des conquêtes polaires, himalayennes et sous-marines.

Cette communication analyse la manière dont les pratiques sportives aventureuses sont saisies par les décideurs politiques dans le cadre du dialogue diplomatique (années 1950). À la sortie de la Seconde Guerre mondiale, les sommets himalayens, les régions polaires et les fonds-marins s'inscrivent dans des enjeux géopolitiques, stratégiques et symboliques de premier ordre. La conquête des derniers espaces vierges de la planète s'appuie sur un imaginaire héroïque nourri par les ambitions nationalistes et impérialistes des grandes puissances. L'icône de l'aventurier-explorateur intrépide et désintéressé promu par les médias tend à masquer les enjeux de pouvoir associés à l'exploitation et au contrôle de nouvelles richesses. En s'appuyant sur des archives inédites issues du Ministère des Affaires étrangères, cette présentation vise à saisir les modalités d'utilisation de l'exploit sportif à des fins diplomatiques. Les coulisses politiques de l'exploration sont mises en lumière par l'étude croisée de la conquête de l'Annapurna par Maurice Herzog (1950), des premières missions océanographiques de la Calypso du commandant Cousteau (1951-1952) et des Expéditions Polaires Françaises de Paul-Émile Victor (1947-1952). Largement prises en charge par le ministère des Affaires Etrangères, les expéditions de l'après-guerre s'inscrivent dans une stratégie diplomatique visant à faire rayonner la France. De la mise à disposition initiale du réseau de connaissances des ambassades à l'orchestration finale du récit médiatique, l'exploration sportive répond à des projets culturels et économiques. Les archives de l'ambassade de Katmandou, de

Djeddah et de Copenhague illustrent la volonté de faire fructifier des échanges balbutiants par l'intermédiaire de l'exploit sportif, indice de la vitalité culturelle du pays.

PASCAL CHARITAS, SANDRA SEYSSEL & CYRIL POLYCARPE
Les XIVe Jeux du Pacifique à Nouméa (Nouvelle-Calédonie) entre réconciliation, valorisation et influence française indopacifique: le calme avant la tempête? (2011)

Après les événements indépendantistes (1984 à 1988), puis le référendum de 1987 maintenant la Nouvelle-Calédonie au sein de la République française et la prise d'otage d'Ouvéa (1988) ; l'île de la Grande Terre – surnommée Le Caillou – connaît encore de nombreuses tensions. Après ces années difficiles, l'Accord de Nouméa (1998) donne une autonomie forte et une citoyenneté héréditaire (jus sanguinis) ce qui permet le retour à la paix civile et une certaine prospérité économique au début des années 2000 bien que des conflits sociaux, économiques et politiques demeurent jusqu'en 2010. Or, l'épilogue de ces années de croissance (grands travaux, mise en valeur touristique, etc.) coïncide avec l'organisation des XIVe Jeux du Pacifique (2011) à Nouméa (Nouvelle-Calédonie). Ainsi, ces jeux régionaux se déroulent sur Le Caillou, comme collectivité française sui generis, pour la troisième fois de leur histoire (après 1966 et 1987), avec vingt-deux pays insulaires pour 3 500 athlètes. L'organisation de cet événement dans l'histoire de la Nouvelle-Calédonie et de la France marque donc une pause. Car après une période de prospérité économique et une paix sociale, les années suivantes seront synonymes d'une reprise des référendums sur l'auto-détermination (2018, 2020, 2021). Outre sa performance sportive, puisque la Nouvelle-Calédonie est première au classement de ces Jeux du Pacifique avec 288 médailles (dont 120 en or), nous nous interrogeons sur son rôle dans la mise en valeur de cette collectivité. D'abord au sein de la République française comme œuvre de réconciliation des

communautés et d'amélioration des infrastructures sportives, puis comme outil géopolitique pour réaffirmer l'influence de la France dans l'espace indopacifique. Pour ce faire, à partir d'archives, de documents de presse et juridiques, nous nous intéresserons à l'organisation (institutionnelle, politique et sponsors) ainsi qu'à la couverture médiatique de l'événement sportif afin de comprendre comment les récits produits autour, pendant et après ces Jeux régionaux reflètent les enjeux de cette période du "pacte trentenaire" (1988-2018).

MARTIN KLEMENT

Czech athletes refugees after the 1948 coup

The communist coup in the Czechoslovak Republic in 1948 was the starting point for the migration wave. Most refugees fled to Germany or Italy, where they were housed in refugee camps. In the early 1950s, most of them emigrated to the USA or Australia. Among the migrants were also a group of people who had been members of the biggest Czechoslovak gymnastic organisation, the Sokol. Immediately after settling in the refugee camps, they started to organize regular gymnastic training based on the experiences they brought from the Czechoslovak Republic. Soon after, they established a gymnastic group in almost every camp. To intensify the communication between these groups, they even began to publish a typewritten periodical „Sokolské listy” in 1949. Today, only a few issues of this periodical have survived, the rest seems to have been lost. However, the surviving issues are a unique source that allows us to delve into the everyday life of the Czech emigrants living in the camps, particularly into their conception and practice of gymnastics. In the periodical, one can find a very special narrative about physical education. Within the framework of migration studies, this paper will therefore focus on how the organisational, educational and ideological principles of the Czech gymnastic movement were articulated in the „Sokolské listy” and how this periodical helped to maintain the

identity of the refugees. The conference in Salerno is na ideal venue for presenting the results of this research, given that some refugee camps wehre the Czech migrants were placed were located in and around Salerno. The periodical „Sokolské listy” shows among other things, how the Czech refugees perceived this country during their walking trips.

JOSEF PODLOUCKÝ

The Development of Olympic Philosophy and Multisport Games in North Africa in the 20th Century

At the 22nd Congress of the International Olympic Committee in Rome in 1923, Pierre de Coubertin introduced the idea of the African Games, criticizing the backwardness of African countries and emphasizing the potential for modernization through sport. However, practical difficulties, colonial interests, and organizational disagreements led to the postponement and eventual cancellation of these games, contributing to the transformation of the initiative into the Mediterranean Games. The Mediterranean Games, first held in Alexandria in 1951, became an important preparation for the Olympic competitions. Over time, the sports program expanded, with strict rules established to ensure adherence to Olympic ideals and support for amateur sport. The experiences gained from participation in international multisport events led to the organization of new games - the Arab Games, with national and political backgrounds.

This article aims to describe the historical development and context of these sporting events, examine their influence on the international sports scene, and analyze the cultural, political, and ideological aspects associated with their organization.

The work analyzes the historical development of Olympic philosophy and multisport games in North Africa, helping to understand their influence on regional and international sports. It also examines how sport reflects national identity, politics, and

culture, and how it impacts the organization of sporting events. Furthermore, it focuses on how the Mediterranean and Arab Games contributed to the development of international sports and political changes.

CHRISTIAN SALEH HAJJ, KILIAN MOUSSET & GUILLAUME BODET
The Evolution of Criteria for Olympic Sport Recognition (1896-1992)

The road to being recognized as an Olympic Sport remains a challenge to many disciplines. Being recognized by the International Olympic Committee offers not only global legitimacy but also increased visibility and a potential hope of being included in the Olympic Program. However, the criteria for recognition have evolved significantly over time. In order to gain and maintain recognition, sports generally have to alter their rules, forms, and structures to accommodate the IOC's changing priorities, especially in the era of increased commercialization and media influence after Samaranch's leadership.

This study examines the evolution of the IOC recognition criteria from 1896 till 1992, with a particular focus and analysis of the Minutes of Meeting (Procès-Verbaux) of the Olympic Program Commission, the archives of the Olympic Studies Centre of the IOC, the official reports of the Olympic Games and the evolution of the Olympic Charter. It also offers examples of how the IOC applied decisions of full and provisional recognition, as well as withdrawal of recognition of some sports. By tracing these developments through archival research, and drawing on the conclusions of Attali, Fortune, and Violette, this study situates the recognition process in the broader context of "Olympisation", a complex institutional process through which sports become integrated in the Olympic movement.

ERMINIO FONZO

The International Sports Relations of the Gioventù italiana del Littorio (1937-1943).

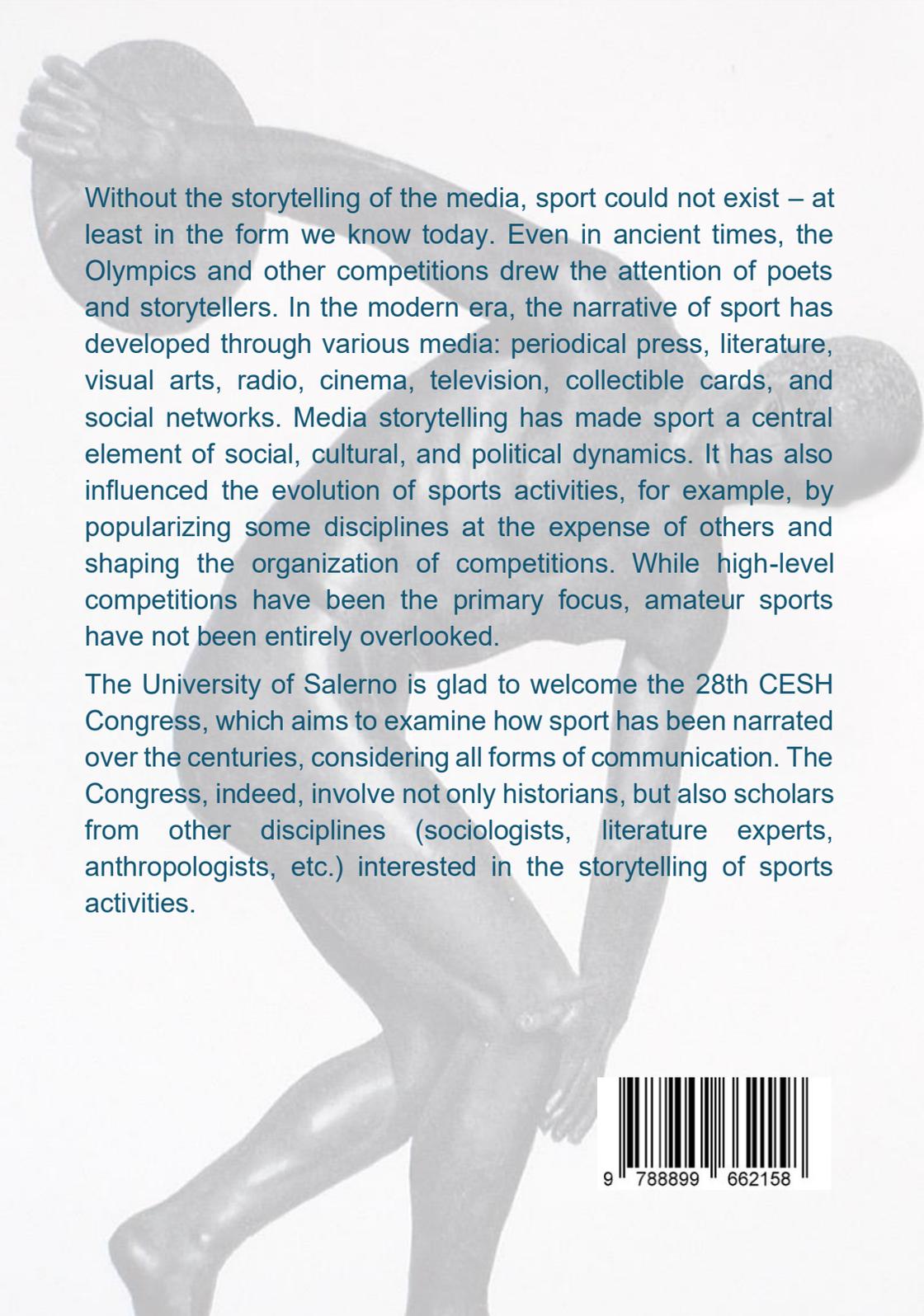
Throughout the Fascist “Ventennio”, the regime relied on youth organizations – *Opera Nazionale Balilla, Fasci Giovanili di Combattimento, Gruppi Universitari Fascisti Littorio* – to strengthen its international standing. Fascist organizations consistently cultivated relations with similar associations in other countries, promoting cultural exchanges and visits. Additionally, these organizations participated in the activities of international youth institutions, such as the International Confederation of Students. Sport played a central role in the international relations of the youth organizations.

In 1937, the regime established a new organization, the *Gioventù Italiana del Littorio* (GIL), which soon became Italy’s largest youth organization, with approximately 8 million members. The international initiatives organized by the Gil often included sporting competitions. Sport was meant to strengthen ties with other nations and demonstrate to the world the power of Fascist Italy. Of course, international sporting relations were influenced by Italy’s broader diplomatic context. The GIL – established after the war in Ethiopia and the subsequent deterioration of relations with democratic nations – restricted its activities to Germany and other countries aligned with the Rome-Berlin Axis; during the World War II, the international exchanges diminished, though they did not disappear entirely.

Among the various initiatives, in 1941 the *Gioventù Italiana del Littorio*, together with the *Hitlerjugend*, founded a new international organization, the *Associazione della Gioventù Europea* (European Youth Association), composed of the representatives from 14 nations. The Association was meant to manage international youth sports in the “New World Order” envisioned by the Axis.

My paper aims to reconstruct the international sports relations of the Gil, analyzing their outcomes and the extent to which they influenced fascist Italy's international standing.

The main sources of my research will be the documents from the *Archivio Centrale dello Stato* (Central State Archive), the *Archivio Storico-Diplomatico del Ministero degli Affari Esteri* (Historical-Diplomatic Archive of the Ministry of Foreign Affairs), and the press of the time.



Without the storytelling of the media, sport could not exist – at least in the form we know today. Even in ancient times, the Olympics and other competitions drew the attention of poets and storytellers. In the modern era, the narrative of sport has developed through various media: periodical press, literature, visual arts, radio, cinema, television, collectible cards, and social networks. Media storytelling has made sport a central element of social, cultural, and political dynamics. It has also influenced the evolution of sports activities, for example, by popularizing some disciplines at the expense of others and shaping the organization of competitions. While high-level competitions have been the primary focus, amateur sports have not been entirely overlooked.

The University of Salerno is glad to welcome the 28th CESH Congress, which aims to examine how sport has been narrated over the centuries, considering all forms of communication. The Congress, indeed, involve not only historians, but also scholars from other disciplines (sociologists, literature experts, anthropologists, etc.) interested in the storytelling of sports activities.



9 788899 662158