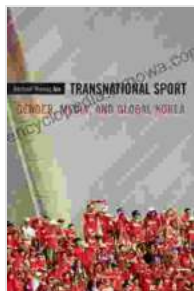


Transnational Sport, Gender, Media, and Global Korea

Exploring Intersections of Identity, Culture, and Power

In today's globalized world, sports, gender, and media have become intertwined in complex and fascinating ways. The rise of transnational sports events such as the Olympics and the FIFA World Cup has created a global stage for athletes to showcase their skills and represent their countries. At the same time, the increasing prominence of female athletes and the growing influence of social media have challenged traditional notions of gender and sports.

The book *Transnational Sport, Gender, Media, and Global Korea* explores these intersections through the lens of global Korea. South Korea has emerged as a major player in the global sports arena, hosting the 1988 Summer Olympics and the 2002 FIFA World Cup. The country's success in sports has been accompanied by a rise in the visibility of Korean athletes and the spread of Korean popular culture, known as Hallyu.



Transnational Sport: Gender, Media, and Global Korea

by Rachael Miyung Joo

★★★★☆ 4.5 out of 5

Language : English
File size : 2559 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 354 pages

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Transnational Sport

The first section of the book examines the transnational dimensions of sports. The authors explore how sports events, athletes, and media coverage transcend national boundaries and create new forms of global identity. They discuss the role of sports in promoting national pride and

unity, as well as the challenges and opportunities that arise when sports become globalized.

One of the key themes in this section is the tension between local and global forces in sports. The authors argue that sports events are often shaped by both local traditions and global expectations. For example, the 1988 Summer Olympics in Seoul were both a celebration of Korean culture and a showcase for the country's modernization.

Gender and Sports

The second section of the book focuses on the intersection of gender and sports. The authors examine how gender norms and expectations shape the experiences of female athletes, both in Korea and around the world. They discuss the challenges that female athletes face, such as discrimination, harassment, and lack of opportunity. They also explore the ways in which female athletes are challenging gender stereotypes and inspiring a new generation of girls and women.

One of the strengths of this section is the authors' use of personal narratives to illustrate the experiences of female athletes. The authors include interviews with Korean athletes, such as figure skater Kim Yuna and soccer player Ji So-yun, who share their insights on the challenges and rewards of being a female athlete in a male-dominated field.



Media and Sports

The third section of the book examines the role of media in shaping the way we think about sports and gender. The authors discuss how media coverage of sports events can reinforce gender stereotypes or challenge them. They also explore the ways in which social media has given athletes and fans a new platform to express their voices and connect with each other.

One of the key arguments in this section is that media representations of sports are not neutral. The authors argue that media coverage of sports is often shaped by the interests of powerful groups, such as sports

organizations, advertisers, and politicians. They also discuss the ways in which media representations of sports can influence our perceptions of athletes and gender roles.

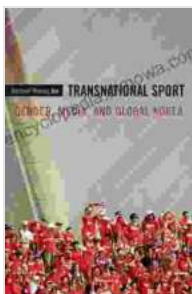
Global Korea

The fourth and final section of the book examines the global impact of Korean culture on sports, gender, and media. The authors discuss the rise of Hallyu and its influence on the global sports landscape. They also explore the ways in which Korean athletes and media are challenging traditional notions of race, gender, and nationality.

One of the unique contributions of this section is the authors' discussion of the role of Hallyu in promoting gender equality in sports. The authors argue that Hallyu has helped to create a more positive image of female athletes and has inspired a new generation of girls to pursue sports.



Transnational Sport, Gender, Media, and Global Korea is a groundbreaking book that explores the complex intersections of sports, gender, media, and global culture. The authors provide a nuanced and insightful analysis of the challenges and opportunities that arise when these spheres collide. The book is a must-read for anyone interested in the global sports landscape, gender studies, media studies, or Korean culture.



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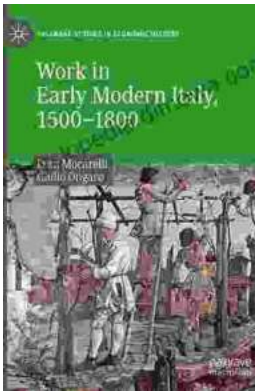
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