

Course title: Global Culture & Marketing of Football Club Barcelona

Language of instruction: English

Professor: Manuel Garin

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Course contact hours: 45

Recommended credit: 6 ECTS credits

Course prerequisites: There are no prerequisites for this course

Keywords: Sport, Football, Cultural Studies, History, Barcelona

Language requirements: Recommended level in the European Framework B2 (or equivalent: Cambridge Certificate if the teaching language is English, DELE or 3 semesters in the case of Spanish)

Course focus and approach:

This course focuses on the key role of football in the European context within the framework of cultural studies, drawing on the historical, sociological and political issues tied to a specific case study: Football Club Barcelona. The course develops critical tools to interpret the significance of sport in the modern era, by highlighting the implications a brand like FCB has in social, cultural and media contexts.

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Course description:

European football (soccer) has become a major cultural vehicle in the globalized world, both in terms of economic impact and social relevance. This course focuses on the links between this sport and the different dimensions that surround it: media coverage, symbolic influence, political standing, class and gender issues, or public and corporate policy... FC Barcelona is a uniquely historical case study that embodies strong tensions between European, Spanish and Catalan national identities while arguably being one of the most accomplished teams of the 21st century, with a very distinctive game style and playing ethos. But its significance goes beyond the game itself, blending with global marketing strategies, transnational fandom and contested identities. We will make the best of being located in the city of Barcelona, in order to develop ethnographic research that frames and questions football as a key symptom of contemporary popular culture.

Learning objectives:

By the end of the course, students will be able to:

Understand the sociological, cultural and historical issues that shape football as a key Catalan, Hispanic and European phenomenon.

Develop a critical view of the game's media coverage as well as the different communication strategies involved.

Get to know the game's historical implications in a deeper level, learning to interpret the very styles and structures of football along with its inner symbolism.

Grasp the connections between Barcelona as a contemporary global city and FC Barcelona as a unique case study in sport's history.

Visualize and discuss the tensions between culture and marketing, the anthropological and the economic, within the current landscape of monetized sport competitions in a globalized world.

Course workload:

The course combines required readings to be discussed in groups with a variety of assignments and field-studies related to how football is experienced in the city, in order to grasp its historical significance critically.

Teaching methodology:

The learning process includes a series of theoretical classes and reading seminars the content of which will be further developed by the students with different tasks and assignments, such as reporting on the media coverage, writing critical essays, and interviewing locals. Other activities involve a field trip to one of the oldest FCB *penyes* (social clubs). Groups of five students will work together reading and researching about the main topics, in order to present their findings within the classroom to the rest of the classmates, promoting a collaborative pedagogy where the key issues have to be presented and discussed collectively. Each group will showcase their work in two main ways: a class presentation based on a specific reading, and a critical research project based on the analysis of a football-related visual motif, submitted as a final group-paper.

Assessment criteria:

The course's grading comprises three main areas: three individual written assignments (25%), a group presentation based on a reading (25%), and a final group project focused on football and visual motifs (50%).

- There will be **three personal class assignments** to be handled in weeks 2, 4 and 9.
- The **visual motif final projects** are group-based and evolve throughout the whole term.
- The **reading presentations** are group-based and will be presented during weeks 7 and 8.

BaPIS absence policy

Attending class is mandatory and will be monitored daily by professors. Missing classes will impact on the student’s final grade as follows:

Absences	Penalization
Up to two (2) absences	No penalization
Three (3) absences	1 point subtracted from final grade (on a 10-point scale)
Four (4) absences	2 points subtracted from final grade (on a 10-point scale)
Five (5) absences or more	The student receives an INCOMPLETE (“NO PRESENTADO”) for the course

The BaPIS attendance policy **does not distinguish between justified or unjustified absences**. The student is deemed responsible to manage his/her absences.

Only absences for medical reasons will be considered justified absences. The student is deemed responsible to provide the necessary documentation. Other emergency situations will be analyzed on a case by case basis by the Academic Director of the BaPIS.

The Instructor, the Academic Director and the Study Abroad Office should be informed by email without any delay.

Classroom norms:

- No food or drink is permitted in class, according to UPF policy.
- Attention during lectures is key: the use of laptops is restricted to class assignments

Weekly schedule:

Color key: Regular lectures / Tutorial meetings / Group presentations / Field trip

Week 1		CLASS 1 - Sep 27 Football Culture: Anthro-Geographies Reading: <i>The Illustrated History of Football</i>
Week 2	CLASS 2 - Oct 2 FC Barcelona: History & Sociology I Reading: <i>How Football Explains The World</i>	CLASS 3 - Oct 4 FC Barcelona: History & Sociology II Reading: <i>Barça, A People’s Passion</i> J. Burns
Week 3	CLASS 4 - Oct 9 FC Barcelona: From Politics to Tactics	CLASS 5 - Oct 11 FC Barcelona: Gameplay and Identity

	Reading: <i>Inverting the Pyramid</i> J. Wilson	Reading: <i>Another Way of Winning</i> G. Balagué
Week 4	CLASS 6 - Oct 16 FC Barcelona: La Masia, Education and Values Reading: <i>Senda de campeones</i> M. Perarnau	CLASS 7 - Oct 18 FC Barcelona: Transmedia Branding Strategies Reading: <i>Convergence Culture</i> H. Jenkins
	CLASS 8 – FINAL PROJECT TUTORIAL MEETINGS I / First visual motif proposal - Oct 20	
Week 5	CLASS 9 - Nov 23 Visual Motifs as Cultural History: Methodology Reading: <i>Images of Spanish Economic Power</i>	CLASS 10 - Oct 25 Football and Visual Culture under Francoism Reading: <i>Football, Cinema, Spanish Nationalism</i>
Week 6	CLASS 11 - Oct 30 / Field trip <i>Federació Penyes</i>	No class / Nov 1st - National Holiday
Week 7	CLASS 12 - GROUP PRESENTATIONS Nov 6 Football and War, Combat Narratives Reading: <i>Dynamo</i> Andy Dougan Football: Totalitarianism vs. Democracy Reading: <i>Football Against The Enemy</i> S. Kuper	CLASS 13 - GROUP PRESENTATIONS Nov 8 Football, Hooliganism & Mob Mentality Reading: <i>Among The Thugs</i> Bill Buford Football, Family, Identity: Being a Fan Reading: <i>Fever Pitch</i> Nick Hornby
	CLASS 14 – FINAL PROJECT TUTORIAL MEETINGS II / Key images + Interviews - Nov 10	
Week 8	CLASS 15 - GROUP PRESENTATIONS Nov 13 Football and Patriarchy: Women's Football UK Reading: <i>A Beautiful Game</i> Jean Williams Football and Sexism: Communities, Inequalities Reading: <i>Female Football Fans</i> Carrie Dunn	CLASS 16 - GROUP PRESENTATION Nov 15 Football and Education: Exploiting Children Reading: <i>Niños futbolistas</i> J. P. Meneses Football, Wellbeing and Public Policy Reading: <i>Soccernomics</i> Kuper-Szymanski
Week 9	CLASS 17 - Nov 20 Film screening <i>Offside</i> (2006) Reading: <i>Persepolis</i> Marjane Satrapi	CLASS 18 - Nov 22 Football, Gender and Race I / Critical debate Reading: <i>Race, Sport & Politics</i> B. Carrington
Week 10	CLASS 19 - Nov 27 Film screening <i>Bend it Like Beckham</i> (2002) Reading: <i>Sport and Film</i> , Seán Crosson	CLASS 20 - Nov 29 Football, Gender and Race II / Critical debate Reading: <i>The Promise of Happiness</i> S. Ahmed

	CLASS 21 – FINAL PROJECT TUTORIAL MEETINGS III / Bibliography + Final format - Dec 1
Exams	Deadline for final submissions of the visual-motif group projects / Dec 12

Last revision: April 2023

Required readings:

Course reading pack prepared by the professor and available on-line at Aula Global. The specific titles and authors are detailed throughout the weekly schedule.

Recommended bibliography:

- Arendt, Hannah. *The Portable Hannah Arendt*. London: Penguin Classics, 2000.
- Ashton, Timothy. *Soccer in Spain. Politics, Literature and Film*. Lanhan: Scarecrow, 2013.
- Balagué, Guillem. *Pep Guardiola. Another Way of Wining*. London, Orion Publishing, 2013.
- Bale, John. *Landscapes of modern sport*. New York: Leicester University Press, 1994.
- Balibar, E. and Wallerstein I. *Race, Nation, Class. Ambiguous Identities*. London: Verso, 1991.
- Ball, Phil. *Morbo. The Story of Spanish Football*. London, WSC Books, 2011.
- Balló, Jordi. *Imágenes del silencio. Los motivos visuales en el cine*. Barcelona: Anagrama, 2000.
- Balló, J. & Bergala, A. (eds.) *Motivos visuales del cine*. Barcelona: Galaxia Gutenberg, 2016.
- Barthes, Roland. *Mythologies*. London: Vintage Classics, 2000.
- Berger, John. *Ways of Seeing*. London: Penguin Books, 1972.
- Boyle, Raymond and Haynes, Richard. *Power Play. Sport, the Media and Popular Culture*, Edinburgh University Press, 2009.
- Buford, Bill. *Among The Thugs*. London, Arrow Books, 2001.
- Burny, Jimmy. *Barça: A People's Passion*. London, Bloomsbury, 2000.
- Burns, Jimmy. *La Roja: How Soccer Conquered Spain and How Spanish Soccer Conquered the World*, New York, Nation Books, 2012.
- Critchley, Simon. *What We Think About When We Think About Football*. London, Profile, 2018.
- Crolley, Liz and Hand, David. *Football and European Identity: Historical Narratives Through the Press*, New York, Routledge, 2006.
- Crosson, Séan. *Sport and Film*. London, Routledge, 2013.
- Davies, Hunter. *The Glory Game*. London, Mainstream Publishing, 2007.
- Didi-Huberman, G. *The Surviving Image. Phantoms of Time and Time of Phantoms: Aby Warburg's History of Art*. Pennsylvania: Penn State University Press, 2016.

- Dougan, Andy. *Dynamo: Defending the Honour of Kiev*. London, Fourth Estate, 2011.
- Dunn, Carrie. *Female Football Fans. Community, Identity and Sexism*. Palgrave MacMillan, 2014
- Elias, Norbert and Dunning, Eric. *Quest for excitement: Sport and leisure in the civilizing process*, Oxford, Basil Blackwell, 1986.
- Fitzpatrick, Richard. *El Clasico. Barcelona vs. Real Madrid: Football's Greatest Rivalry*. London, Bloomsbury, 2012.
- Foer, Franklin. *How Soccer Explains the World: An Unlikely Theory of Globalization*. New York, Harper Collins, 2005.
- Garin, Manuel. "Football, cinema and Spanish nationalism: decoding the Francoist film *Campeones*" in *Sport, Film and National Culture* (ed. Seán Crosson). London, Routledge, 2020.
- Garin, M. & Fernández, A. A. "Images and visual motifs of Spanish economic power: the IBEX court and the banking crisis (2011-2013)" in *Communication & Society* 34(2), 2021.
- Goldblatt, David. *The Ball is Round: A Global History of Soccer*. New York, Penguin, 2006.
- Habermas, Jurgen. *The Structural Transformation of the Public Sphere*. Cambridge: Polity Press, 1989.
- Hornby, Nick. *Fever Pitch*. London, Penguin, 2010.
- Huizinga, Johan. *Homo Ludens: A Study of the Play Element in Culture*. London, Routledge, 2008.
- Hunter, Graham. *Barça: The Making of the Greatest Team in the World*. London, BackPage Press Limited, 2012.
- Iniesta, Andrés. *La jugada de mi vida*. Barcelona, Malpaso, 2016.
- Jenkins, Henry. *Convergence Culture: Where Old and New Media Collide*. New York, New York University Press, 2008.
- Kress, G. R. & van Leeuwen, T. *Reading Images: The Grammar of Visual Design*. London: Routledge, 2006.
- Kuper, Simon. *Football Against the Enemy*. London, Orion Books, 2003.
- Kuper, Simon and Szymanski, Stefan. *Soccernomics*. New York, Nation Books, 2014.
- López-González, Hibaí and Guerrero-Sole, Frederic and Haynes, Richard. "Manufacturing conflict narratives in Real Madrid versus Barcelona football matches", *International Review for the Sociology of Sport*, 2012.
- Marañón, Carlos. *Fútbol y cine. El balompié en la gran pantalla*. Madrid, Ocho y Medio, 2005.
- Martín, Luis and Ballús, Pol. *Cuaderno de Manchester. De cómo y con quién Pep Guardiola conquistó Inglaterra*. Barcelona, Malpaso, 2018.
- Meneses, Juan Pablo. *Niños futbolistas*. Barcelona, Blackie Books, 2013.
- Mitchell, W. J. T. *What Do Pictures Want? The Lives and Loves of Images*. Chicago: University of Chicago Press, 2005.
- Morris, Desmond. *Postures. Body Language in Art*. London: Thames & Hudson, 2019.
- Pasolini, Pier Paolo. *Sobre el deporte*. Barcelona: Contra, 2015.
- Perarnau, Martí. *Senda de Campeones. De La Masia al Camp Nou*. Barcelona, Grup 62, 2011.

- Santacana, Carles. *El Barça i el franquisme: crònica d'uns anys decisius per a Catalunya*. Barcelona, Mina, 2005.
- Salvadó, A. & Balló J. (eds.) *El poder en escena*. Barcelona: Galaxia Gutenberg, 2023.
- Sontag, Susan. *On Photography*. London: Penguin, 1977.
- Squires, David. *The Illustrated History of Football*. London, Century, 2016.
- Torres, Diego. *The Special One: The Dark Side of Jose Mourinho*. London, Harper Sport, 2014.
- Valdano, Jorge (ed). *Cuentos de Fútbol*. Madrid, Alfaguara, 1995.
- Verdú, Vicente. *El fútbol. Mitos, ritos y símbolos*. Madrid, Alianza, 1980.
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- Wilson, Jonathan. *The Barcelona Legacy: Guardiola, Mourinho and the Fight for Football's Soul*. London, Bonnier Books, 2019.