

10. SRH INTERNATIONAL WEEK 2019: Course description

Title of Course:	Human Rights in and through Sport
Language:	English
Course Type:	Seminar
Work Load:	20 hours (including exams on Friday)
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Course description/ Contents:	<p>Unit introduction and subject areas: It is notable that in an era of global sports management that the idea and language of human rights is often included as a form of humanistic rhetoric to convince the hearts and minds of stakeholders, fans and businesses about the value of sport to society. Almost certainly this is what Gunilla Lindberg, the Secretary General of the Swedish Olympic Committee and member of the International Olympic Committee, had in mind in 2014 when she stated before the Sochi Winter Olympic Games that sports “is the single greatest human rights organization in the world” (Jennische, 2014, P.4).</p> <p>The tearing down of the Berlin Wall some 30 years ago provides a springboard for examining the role of sport through the lens of human rights. Sport in the last 30 years has become more salient to governments – as business; as social institution; as ethic; as cultural dimension and as educator and as the locus for social change. Similarly human rights has had greater purchase as walls have fallen, regimes changed and the cultural lives of EU citizens have become imbued with the language and rhetoric of rights. In this regard the intersection between sport and human rights is important as it reveals in microcosm how human rights are negotiated, denied and reinforced and managed within one globalized cultural form. Importantly this reveals at least three reasons for this view. First, because human rights are too often used as a rhetorical device, taken for granted but overlooked or omitted as other ‘real world’ costs impinge on stakeholders. Second, because global interpretations and theories of human rights suffer from a fluidity of language and ‘mushiness’ (Sen 2004, p.315). Third, the discussion about sport and human rights reflects, but is separate to, the broader issue of corporate social responsibility.</p> <p>This course will introduce participants to human rights and human rights theory and will critically explore their application within the sporting environment. This course should be of interest to those involved in management, corporate social responsibility, governance and anyone interest in sport, politics and cultural expression. Critically human rights abuses still occur across the globe in sport related contexts and may well be systematized as part of the global commodification of sport outcomes.</p> <p>We anticipate student learning and assessment to reflect the variety of approaches to understanding human rights theory and examine how the concepts of human rights can be interpreted and subsequently used to interpret sport contexts across the globe. Indeed the critical aspect of this unit should elicit paradoxes and contradictions that challenge assumptions about any particular outcomes or outputs involved in the tempestuous relationship between human rights and sport.</p> <p>The course will cover:</p> <ol style="list-style-type: none"> 1. Human rights and CSR; 2. Human rights in and through sport; 3. Opportunities and threats to human rights, 4. Sport culture and sporting ethics;

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	<ol style="list-style-type: none"> 5. Sport policy factors; 6. Power, consent and compliance
Learning outcome:	<ol style="list-style-type: none"> 1) Understand the theoretical underpinnings of human rights theory and their application to the sporting environment 2) Demonstrate a critical awareness of the international structure and delivery of elite sport and the opportunities/threats posed to human rights 3) Make informed judgments regarding the human rights agenda and its implementation in the sporting environment.
Examination:	Production of a short 'viral' marketing related film that promotes human rights in a particular sport context.
4 questions to be prepared by the students prior to arrival:	<ol style="list-style-type: none"> 1. What are human rights? 2. How do human rights relate to civil rights? 3. How can we ensure that people are aware of their rights? 4. What is the relationship between human rights and sport in your country?
Essential reading:	<p>Adams, A and Piekarz, M (2015) Sport events and human rights: positive promotion or negative erosion? <i>Journal of Policy Research in Tourism, Leisure and Events</i>, Vol 7(3), pp 220-236 (PDF)</p> <p>https://www.tandfonline.com/doi/full/10.1080/19407963.2014.997864</p>