THE MEDIATING POWER OF SPORT

RESEARCH IN THE SOCIOLOGY OF SPORT

Series Editor: Kevin Young

Recent Volumes:

Volume 15:

Volume 1:	Theory, Sport and Society – Edited by Joseph Maguire and Kevin Young, 2001
Volume 2:	Sporting Bodies, Damaged Selves: Sociological Studies of Sports-Related Injury – Edited by Kevin Young, 2004
Volume 3:	The Global Olympics: Historical and Sociological Studies of the Modern Games – Edited by Kevin Young and Kevin B. Wamsley, 2005
Volume 4:	Tribal Play: Subcultural Journeys Through Sport – Edited by Michael Atkinson and Kevin Young, 2008
Volume 5:	Social and Cultural Diversity in a Sporting World – Edited by Chris Hallinan and Steven J. Jackson, 2008
Volume 6:	Qualitative Research on Sport and Physical Culture – Edited by Kevin Young and Michael Atkinson, 2012
Volume 7:	Native Games: Indigenous Peoples and Sports in the Post-Colonial World – Edited by Chris Hallinan and Barry Judd, 2013
Volume 8:	Sport, Social Development and Peace – Edited by Kevin Young and Chiaki Okada, 2014
Volume 9:	Sociology of Sport: A Global Subdiscipline in Review – Edited by Kevin Young, 2016
Volume 10:	Reflections on Sociology of Sport: Ten Questions, Ten Scholars, Ten Perspectives – Edited by Kevin Young, 2017
Volume 11:	Sport, Mental Illness, and Sociology – Edited by Michael Atkinson, 2018
Volume 12:	The Suffering Body in Sport: Shifting Thresholds of Pain, Risk and Injury – Edited by Kevin Young, 2019
Volume 13:	Sport and the Environment: Politics and Preferred Futures – Edited by Brian Wilson and Brad Millington, 2020
Volume 14:	Sport, Alcohol and Social Inquiry: A Global Cocktail – Edited by Sarah Gee, 2020

Sport, Social Media and Digital Technology: Sociological

Approaches – Edited by Jimmy Sanderson, 2022

- Volume 16: Doping in Sport and Fitness Edited by April Henning and Jesper Andreasson, 2022
- Volume 17: Athletic Activism: Global Perspectives on Social Transformation Edited by Jeffrey Montez de Oca and Stanley Thangaraj, 2023
- Volume 18: Gambling and Sports in a Global Age Edited by Darragh McGee and Christopher Bunn, 2023
- Volume 19: Emergent Sociological Issues in Family and Sport Edited by Steven M. Ortiz, 2023
- Volume 20: The Postcolonial Sporting Body: Contemporary Indian Investigations Edited by Veena Mani and Mathangi Krishnamurthy, 2024

This page intentionally left blank

THE MEDIATING POWER OF SPORT: GLOBAL CHALLENGES AND SPORT CULTURE IN CHINA

EDITED BY

ENQING TIAN

East China Normal University, China AND

NICHOLAS WISE

Arizona State University, USA



United Kingdom – North America – Japan India – Malaysia – China Emerald Publishing Limited Emerald Publishing, Floor 5, Northspring, 21-23 Wellington Street, Leeds LS1 4DL

First edition 2024

Editorial matter and selection © 2024 Enqing Tian and Nicholas Wise. Individual chapters © 2024 The authors.

Published under exclusive licence by Emerald Publishing Limited.

Reprints and permissions service

Contact: www.copyright.com

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

British Library Cataloguing in Publication Data

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

ISBN: 978-1-83753-079-3 (Print) ISBN: 978-1-83753-078-6 (Online) ISBN: 978-1-83753-080-9 (Epub)

ISSN: 1476-2854 (Series)



CONTENTS

About the Editors	ix
About the Contributors	xi
Introduction – The Mediating Power of Sport: Global Challenges and Sport Culture in China Nicholas Wise and Enqing Tian	1
Chapter 1 Embodied Turn? Reviewing and Reflecting on the Study of Chinese Traditional Sports Culture Zhen Zhang	11
Chapter 2 Chinese Sports Heroes and Nationalism at Mega- Sporting Events Gen Li	29
Chapter 3 Debates on Football and Chinese National Identity Kaixiao Jiang and Jinyu Liu	49
Chapter 4 Chinese Football Fandom: Growing With the Changing Chinese Society Kaixiao Jiang and Liam O'Callaghan	73
Chapter 5 The Commercialisation of Chinese Professional Football: Transition and Evolution Yang Ma	99
Chapter 6 Jack and the Visiting Giants: The Development of Chinese Baseball Xiaoqian Richard Hu	111
Chapter 7 From an Expatriate-Only Sport to an Asian Games Sport: The Development of Cricket in China Boyang He, Dominic Malcolm and Chunyang Xu	129

viii CONTENTS

Chapter 8 Esportisation: The Inclusion of Esports in the Hangzhou Asian Games		
Jianping Hong and Jiandong Yi		
Chapter 9 Running Culture in China: Conceptualising Notions of Power and Self Zhanbing Ren	163	
Chapter 10 Challenges in Reforms of Chinese Elite Sports: Towards a New Development Mode Dehao Ma and Liu Ji	183	
Chapter 11 From 'Imported' to 'Local': Framing Foundations on the Sociology of Sport in China Oiang Gao and Le Zhou	205	

ABOUT THE EDITORS

Enqing Tian is an Associate Professor at the East China Normal University, China. His scholarly interests include the social issues of sociology of sport and geography of sport, with a particular emphasis on sense of place. His recent publications appear in *Leisure Sciences*, *International Review for the Sociology of Sport*, *Sport in Society* and *The International Journal of the History of Sport*.

Nicholas Wise is an Assistant Professor in the School of Community Resources and Development at Arizona State University in the United States. In 2012, he received his PhD at Kent State University in Ohio and has conducted research on sport around the world. His work focuses on geographical and sociological understandings of sport, contested identities, placemaking, destination competitiveness and major events. He has edited 10 books on topics related to sport, events and tourism development, and his work appears in *Leisure Sciences*, *International Review for the Sociology of Sport, Sport in Society, Event Management* and *Managing Sport and Leisure*. He is also a Senior Fellow of the Higher Education Academy (AdvanceHE).

This page intentionally left blank

ABOUT THE CONTRIBUTORS

Qiang Gao is a Professor at East China Normal University, China. His scholarly pursuits centre on the realms of the philosophy of sport, with a particular focus on the metaphysical and ontological dimensions within the field of Sport Philosophy. His notable contributions have been published in renowned academic journals such as the China Sport Science, Journal of Shanghai University of Sport, Journal of Beijing Sport University, Journal of Chengdu Sport University and Journal of Wuhan Sports University.

Boyang He is an Assistant Professor at the Xi'an Jiaotong University. His research interests include sociology of cricket, figurational sociology and decolonising research methodology. His recent publications appear in *Sport in Society* and *The International Journal of the History of Sport*.

Jianping Hong is an Associate Professor in the School of Journalism and Communication at Beijing Sport University. He has served as a Visiting Scholar at University of Otago (New Zealand). His research focuses on sociological analysis of sport and the media, and his current research interests include: Sport and Global Communication, Economics and Sociology of eSport.

Xiaoqian Richard Hu is an Associate Professor at the Tsinghua University. Dr Hu has invested most of his academic effort in Olympic studies and sport policy research. He is also well known in the Chinese sport science community for his dedication to the advancement of qualitative research in sport social science. His recent publications can be found in *European Sport Management Quarterly*, *Sport in Society* and *International Journal of the History of Sport*.

Liu Ji is a Professor at East China Normal University in China. His main research direction is physical education.

Kaixiao Jiang is a Lecturer in Sport Management at Liverpool Hope University, UK. His primary research interest is sports fandom, which is about the relationship between fans and their sports teams but also a means of observing people's lifestyles in various communities. He is particularly interested in Chinese football fandom and is dedicated to exploring how this topic reflects Chinese people's attitudes towards their national and local communities.

Gen Li is a Lecturer at the college of P.E. and sport, Beijing Normal University, China. His scholarly interests include sociology of sport and history of sport, particular emphasis on sport for development and sport history of modern China.

He participated in the preparation of the sociology of sport textbook in China. His recent publications appear in some Chinese academic journals.

Jinyu Liu is a Lecturer in Psychology at Manchester Metropolitan University, UK. Her research focuses on the influence of social determinants on healthy intentions and health-related lifestyle choices. She is particularly interested in how social identity influences people's response to societal norms in relation to adult dietary behaviour and physical activity status.

Dehao Ma is a Professor at East China Normal University, China. His main research direction is sports policy and governance. His recent publications appear in *China Sport Science*, *China Sport Technology* and *Journal of Physical Education*.

Yang Ma is an Associate Professor in sport governance at Wenzhou University, China. His research interests reside in sport governance in China in general and Chinese football governance in particular. He has recently published articles in *International Journal of Sport Policy and Politics, Managing Sport and Leisure* and *Sport in Society*.

Dominic Malcolm is a Professor of Sociology of Sport at Loughborough University. He has authored 5 monographs, edited 9 anthologies and written over 100 journal articles and book chapters. These publications cover a wide range of subjects within the sociology of sport, ranging from cricket, Eliasian sociology and the intersection of sport, medicine and health.

Liam O'Callaghan is an Associate Professor at the Liverpool Hope University, UK. As a researcher, he is interested in the social history of Ireland and the history of sport. He has been an invited conference speaker in the United States, Germany and Ireland, and his work has also been the basis of media interviews on RTE Radio, The Irish Times and The Wall Street Journal.

Zhanbing Ren is a Professor at the Shenzhen University, China. His scholarly interests include the social issues of running culture in China, exercise and health, with a particular emphasis on the relationship among physical activity and mental health, social relations and social connectedness.

Chunyang Xu is a Lecturer at Physical Education Department at Tongji University. He was a former national player for the Chinese men's cricket squad and an active coach of the team. His research interests are mainly in physical education and sports training. His most recent publications have been published in Sports Space and Modern Sports Science.

Jiandong Yi is a Professor in the School of Physical Education and Health at Wenzhou University. His expertise is in the study of the Olympics and Global Sport Governance. He has served as a Visiting Scholar at Victoria University (Australia) and Columbia University (USA). His recent publication appears in *The International Journal of the History of Sport*.

Zhen Zhang is an Associate Professor at the East China Normal University, China. His research focuses on sports philosophy, mainly studying the epistemological issues of embodied cognition in sports. His recently published papers are in the *Journal of Sports Science*, *Journal of Shanghai University of Sports* and *Thought and Culture*.

Le Zhou is currently a PhD student at East China Normal University, China. Her research interests lie in the fields of philosophy of sport and sport history. Her recent publications have been featured in the *Journal of Chengdu Sport University*.