Globalization research in sport has emerged as one of the fastest-growing topics within sport studies and the broader field of social sciences. A recent and remarkable instance of inquiry in this area is the hegemonic image of sport through political, economic, and cultural forces in shaping globalization. Accordingly, the purpose of this study is to apply global hegemony theory as a reasonable concept for analyzing Korean short-track speed skating and its hierarchical structure in the global sport arena, thus contributing to enlightening scholars, administrators, and stakeholders in global sport to explore the current world flows and trends in their own sports. A total of twelve participants is recruited, including the current and former national members of the South Korean short-track speed skating team, coaches, and administrators in the Korean Skating Union. The research questions include how South Korean short track speed skating has developed in contemporary South Korean elite sport, how their nationalism influenced athletes to show strong athletic performances, how they have taken dominant positions in the global sports arena, and what are the current trends of world short-track speed skating. The findings are discussed from a broad range of sociological and global perspectives.

Commercialization is a prominent feature of modern sports. F1, as a pure commercial sport, paid special attention to ensure and maintain its related subject of interest. Therefore, in order to meet the demand of commercialization, the competent and operation organization of F1 implemented reform from the season schedule, scoring system, qualifying system, safety measures and so on. Finally, these reforms not only enhanced the effect of F1 marketing, paid more attention to the competition balance, promoted the intense of competition, but also expanded the broadcasting and sponsor's benefits.

Recently, media attention around large multi-sport games has highlighted the ongoing struggle to recognize sexual rights in countries hosting these events. Notably, following homophobic laws in Russia, the IOC voted to include discrimination based on sexual orientation in The Olympic Charter. In this presentation, we engage Nye’s (2008) concept of soft power to explore the role of the Pride House Movement in public diplomacy, particularly from the Canadian perspective. First developed for the 2010 Winter Olympic Games, Pride Houses have since been established around events in Europe and South America. Further, during Sochi 2014 a series of remote Pride Houses, campaigns, and demonstrations were organized through the Pride House Movement in solidarity with Russian LGBTQ-identified persons. In 2015, PridehouseTO (Pan/Parapan American Games) was recognized as an arms-length organization to the games organizing committee and was the first Pride House to be recognized on the cultural program of the games. Drawing from content analysis of Pride House materials and media coverage, we explore the potential role of the Pride House Movement in public diplomacy and the international recognition of sexual rights. While scholars have suggested that mega-events are a platform where nations can exercise soft power, we extend this discussion by examining how soft power might be engaged through mega-events by a non-governmental organization. By capitalizing on the current status
of public policy regarding sexual rights in countries such as Canada, and maintaining a non-governmental status, we argue that the Pride House Movement may continue to push the agenda of recognizing sexual rights in countries seeking to host these mega-events.

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“Olympism and Physical Education Reform in the United States”

The Goals of “Olympism” include as stated by “International Olympic Academy’s Mission”: 1. The first goal is to build a peaceful and better world – to inspire and motivate the youth of the world; 2. The second goal is to instill a philosophy of life, exalting and combining in a balanced way the qualities of body, will, and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy found in effort, the educational value of good example and respect for universal fundamental ethical principles; 3. The third goal of Olympism is to place sport at the service of the harmonious development of humankind, with a view to promoting a peaceful society concerned with the preservation of human dignity. These three goals are very important to the Olympic movement which is missing in the United States education system health and physical education curriculum system as well as many other countries around the world. This power of knowledge for “Olympism” in the health and physical education curriculum for private and public schools is needed in this country because student athletes and young adults in middle school, high school level, as well as the undergraduate level should understand and realize the important philosophy and education behind the Olympic games as well as physical education and health. This is so present day American students as well as student-athletes will be able to comprehend Olympic values and ideals to help and assist with the modern day principles of health, physical education, and competition.