10D Sang Uk Joo, Messiah College
“*Little, Yellow, Different, Better*: The Commodification of Michael Chang”

Michael Chang is a former professional American tennis player (from 1988 to 2003) and the youngest male player to win a Grand Slam tennis tournament, the French Open in 1989, at the age of seventeen. American male tennis was going through a crisis in the mid-to-late 1980s. Chang was hailed as the “next great American hope” who would succeed Jimmy Connors and John McEnroe and revive American tennis glory. This paper questions how Chang is represented in American mainstream media and how his image has been used in advertising campaigns. The primary purposes of this paper are to assess the cultural meanings of the mediated images of Chang within the conservative backlash climate of post-Reagan America and to offer counter narratives. Dominant media narratives of Chang appear to celebrate racial difference, cultural diversity, and inclusiveness of American sport and American society. Informed by the reading sport methodology, this paper illustrates how Chang’s model minority images are consistent with dominant ideologies within the conservative climate of post-Reagan Era.

10D Lauren Osmer, University of Texas at Austin
“Racialized Narratives in Media Coverage of International MLB Players”

As the international reach and impact of the sport has spread throughout the world, baseball in the U.S. has seen the results of this through an increasing number of international players participating in the U.S. major leagues. Of course, this participation does not come unattached to historical and social meaning; U.S. attitudes towards migration, immigration, and acculturation of foreign citizens and workers have been complex and changing and within baseball have affected the experiences of both native-born U.S. and international players. The racialization of racial and ethnic groups has been varied, with different groups having diverse social and cultural meanings attached to their migration and acceptance (or lack thereof) into the United States. Therefore, this paper examines U.S. media coverage of the influx of Latin-American and Japanese players to Major League Baseball (MLB). Using various popular media sources, this paper conducts a content analysis to determine how the coverage of these two racial groups compared to the historical and modern racialization narratives of both groups in the U.S and if media coverage of these immigrant players aligned with or diverged from the traditional U.S. narratives of racialization for both Latino and Japanese migrants.

10D Seongsik Cho, Hanyang University & Nami Kim, Hanyang University
“Racially Integrated Korean Olympic Team? Does the Athlete of Color Still Matter?”

This paper argues that there are some misguided beliefs and prejudice against black athletes’ naturalization process while no barrier to white athletes’ naturalization is found in Korea. The overt standards of foreign athletes’ naturalization into Korea are their performance competency, residency duration in Korea, Korean proficiency and personal records. In Korea, however, covert and racist standards have been at work in foreign athletes’ naturalization process. For 2018 PyeongChang Winter Olympic Games, 9 all white athletes, 6 ice hockey players from Canada and USA, 2 Russian biathlon players and 1 German luge player, have been accepted as Korean Olympic Team members without any disputes. The Korean media has positively dealt with these athletes’ acquisition of Korean citizenship. But the application for naturalization into Korea from one Kenyan marathoner whose recent record was 2h 5m 13s was declined due to his doping history 4 years ago. One Brazilian soccer player and one American basketball player did not have the opportunity to play for the Korean national team because there was strong opposition to their naturalization into Korea. This paper suggests that the athletes of color’s
naturalization into Korea and their representation of Korea will be important for Korean people to develop multi-cultural consciousness and practices.

10D Devin Walker, University of Texas at Austin & Louis Harrison, University of Texas at Austin
“From Foreclosure to Exposure: Study Abroad for Student-Athletes”

Many Black student-athletes suffer from identity foreclosure as they fail to develop other aspects of their identity due to their over-identification with the athlete role (Brewer et al, 1993; Beamon, 2012). Studying abroad offers an opportunity to immerse one’s self in the college student experience and keep the threat of athletic identity foreclosure at bay in Black student-athletes. Education abroad can impact student-athletes’ personal, academic, and professional development all while stimulating the student’s critical consciousness of the world beyond the gym and campus. Studying abroad is widely regarded as a collegiate experience that positively impacts identity development and negotiation (Wick, 2011), academic self-concept (Paige et al., 2009), career readiness and maturity (Preston, 2012), critical consciousness (Wick, 2011) and it provides students with a global mindset necessary to be competitive in the 21st century global market. College students are studying abroad at increasing rates, however, most student-athletes are denied these opportunities. Why are Universities most valuable assets, student-athletes, denied the one of most valuable collegiate opportunities? This presentation focuses on the importance of creating study abroad opportunities for student-athletes.