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Media and Desire in the Sport Spectacle

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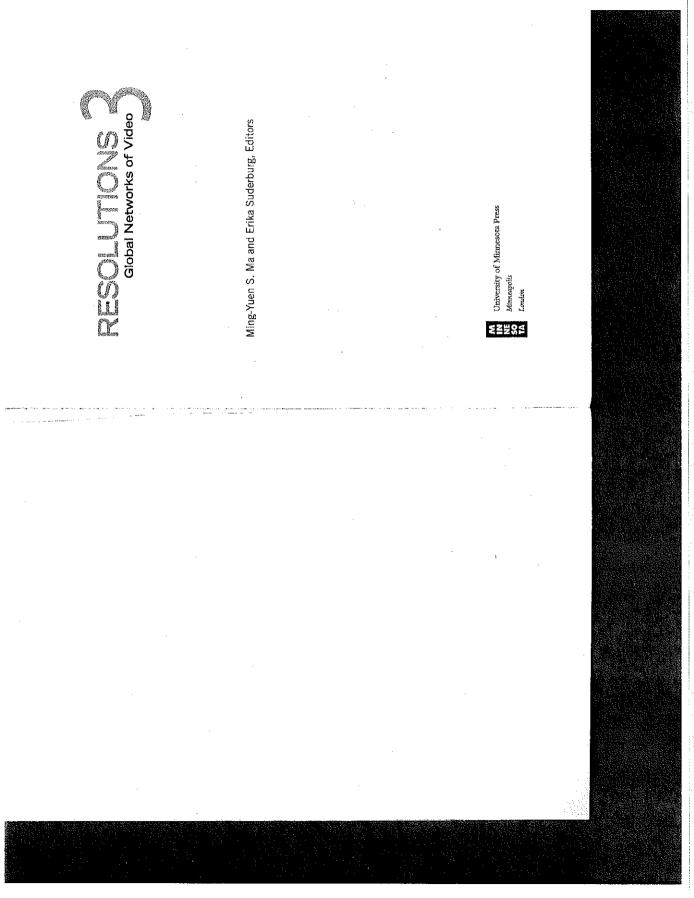
Doyle, J

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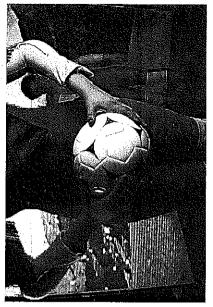


MEDIA AND DESIRE IN THE SPORT SPECTACLE ~ 275

# Media and Desire in the Sport Spectacle

Jennifer Doyle

the two look like aliens belonging to a third or forth sex. Should we see them as ties. They run in place and sweep the ground to their left and to their right as Dressed in purple satin bodysuits with pads slipped over their knees and elbows, boyish girls? Girlish boys? They have the ungainly and inchoate sexual presence peculiar to the teenage: an inherently queer failure to aspire to "adult" sexualithey shout, "Touch left!" and "Touch night!" They jump in the air and jerk their heads as they shout. "Head left!" and "Head night!" They each awkwardly juggle Sometimes they just sit. Or stretch. Or catch their breath. One seems slightly Soccer (2004) is an atypical sports text. The video installation features Wu Ingrid Tsang and Math Bass performing as the queer collaborative couple Marriage. Isang and Bass run in place while they rehearse the basic gestures that define soccer training. In this short video (the first of their Fortunate Living trilogy), a ball with their feet, knees, and shoulders. They kick the balls against the wall. more competent than the other, but both seem unsure. They are clumsy, goofy, and shy in relation to each other—ill at ease, too, in and of themselves. They are sweet, and weird.



Wu Tsang, Marriage, Soccer (from Fortunate Living trilogy), 2004. Courtesy of the artist.

Soccer is a half-baked dream, an incomplete sentence, a desire not quite formed but nevertheless strewn across the field of vision. This is what makes it feel "queer" if as José Muñca writes, "queerness is essentially a rejection of a here and now and an insistence on potentiality or concrete possibility in another world," then that queerness registers as a gesture, as "that thing that lets us feel that this world is not neuroigh, that indeed something is missing." *Soccer* refuses to offer the basic eleneuroigh, that indeed something is missing." *Soccer* refuses to offer the basic eleneuro grane, there is no audience.

This essay considers the intersection of gender, mediation, and sport in a handful of works by contemporary artists. It was written to address a negative space. When asked to speak at an exhibit centering on massoulinity and sport in contemporary art. I found myself disturbed by the absence of images of female athletes from the exhibit (which did, however, include work by female artists).<sup>3</sup> Surveying contemporary art overly engaged with sport, I found a dramatic difference in both the amount and the formal character of work featuring images of women engaged in sport--this essay represents the beginning of an attempt to figure out why this is so.

On one level the answer is simple: many of the most high-profile works engaged with sports are less interested in sport, or the athlete, than they are in the spectacle of sport. Harun Farocki's *Deep Play* (2007) and Douglas Gordon and

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ortrait (2006), for example, center on	Dhresical encounters with minal mina	and and which are an an an an an and and an and
ort broadcast. The media spectacle of	and wire weres Another former	red with the ball of the ball
olume and its complexity. In especially	instifs famese and touchness and foundation in the first of the first	ALCONTRACTOR AND A STORNOTTY, NOT
secomes the platform through which	closely crowned shall have its basic tensors and the set of the se	www.meucou by the balance, graying,
the sport. Glossy production, rapid	impression of an inner ferocity that	impression of an inner ferocity that not at all more definitions
nd effects theatricalize spectatorship	great stars of classic Westernscould scarcely he more photosenic (To	id scarcely be more photogenic. (Th
ider. Statistical forms of analysis turn	say that the seventcen cameras "love" Zidane is an understatement $j^{\circ}$	"Zidane is an understatement.)"
ers. The distance between the visual		~
and the visual geometry of a game	Gordon and Parreno's film is an intrica	Gordon and Parreno's film is an intricately choreographed ballet of admiration
ution in product development (mov-	and disavowal. This beautiful portrait re	and disavowal. This beautiful portrait reaches toward something like the experi-
ituals organize an enormous amount	ence of keeping company with Zidane	ence of keeping company with Zidane while he plays this match, but it is also a
thete's body for the pleasures of the	deep mediation on how Zidane is visibl	deep mediation on how Zidane is visibly "produced" as a spectacle by cameras.
nnology itself operates as an alibi for	by radio, and by television broadcasts. It	by radio, and by television broadcasts. It is marked by a nearly painful awareness
ing subjective pleasure look and feel	of the fact that it is hard to see through	of the fact that it is hard to see through the spectacle of the game (the moodi-
for proximity into a need for accu-	ness of the film is amplified by Mogwa	ness of the film is amplified by Mogwai's deeply melancholic sound track). As
Deep Play submerges the spectator in	we watch Zidane move around the fiel	we watch Zidane move around the field in the early minutes of the film (and
the 2006 FIFA World Cup final. Lines	the game) his thoughts stretch across th	the game) his thoughts stretch across the screen. The player recalls his boyhood
ide position; another channel tracks	attraction to evening football telecasts:	n 1
one screen camera is trained on the		
y on that of their Italian opponents.	As a child, I had running commentary in my head when I was plaving.	ry in my head when I was plaving.
er the duration of the match and even	It wasn't really my own voice. It was the voice of Pierre Cangion, a tele-	the voice of Pierre Cangion, a tele-
ige. The work teases out the neurosis	vision anchor from the 1970s. Every time I heard his voice, I would run	time I heard his voice, I would run
id demand for more information, for	towards the TV as close as I could get, for as long as I could. It wasn't	t, for as long as I could. It wasn't
ore accurate forms of measurement.	that his words were so important. But the tone, the accent, the atmo-	it the tone, the accent, the atmo-
	sphere, was everything.	
1g manage how we see and experi-	•	
ng. Gordon and Perrano's Zidane: A	Even Zidane's primal scene, in other words, is not the sensual immediacy of	ords, is not the sensual immediacy of
erfect expression of the collision of	the action on field but the intimacy of the television broadcast. <i>Tidane</i> takes not	ie television broadcast. Zid <i>ane</i> takes not
e. Multiple cameras reproduce for us	desire as its subject but the mediation of desire—not our desire for the man but	desire—not our desire for the man but
ie athlete în the middle of the arena.	our desire for the image of the man. Zidane explains. "I love the idea of many	dane explains. "I love the idea of mans-
he "privilege of unknowing," which	mitting the image of the player, of this guy on the field that brings happiness to	uy on the field that brings happiness to
Zidane's athleticism without, how-	those looking at him."7 When he plays now for the cameras, he knows he is on	tow for the cameras. he knows he is on
g as our eyes linger over the crook of	that screen, pulling another little boy toward him. In fact, that little boy is us.	ward him. In fact, that little boy is us.
en of hús skin, or as we contemplate	Although Zidane clearly cites Fussball	Although Zidane clearly cites Fussball wie noch nie (1971), Heilimuth Costard's
e. <sup>5</sup> Take art historian Michael Fried's	real-time portrait of George Best as he played a Manchester United match against	tyed a Manchester United match against
bsorption in the game:	Coventry (a nearly Warholian film in both its simplicity and its erotics). Zidane's	h its simplicity and its erotics). Zidane's
	closest contemporary cousin actually is the YouTube football homage. Hundreds	le YouTube football homage. Hundreds
otwork, his astonishing control	(if not thousands) of homemade compositions set the highlights and lowlights of	itions set the highlights and lowlights of
aking—all exemplify his seem-	a player's career to pop songs. Zidane: The Emotional Movie, for example, created	e Emotional Movie, for example, created
n as they combine to keep the	by rapidwands/zizou3ra and posted by multiple users on YouTube in 2007, scores	ultiple users on YouTube in 2007, scores
sheer violence of his high-speed	clips of Zidane on and off the pitch (many of these are pulled from Gordon's film)	of these are pulled from Gordon's film)
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our romance with the technology of the sp men's sports is overwhelming in both its vo Phillipe Parreno's Zidane: A 21st Century Pi bodies into arrows, diagrams, and numbe the homosociality of men's sports by mak ike objective facts, by rendering a desire We have an external shot of the stadium ove a security camera's view of the parking gars embedded in the sport spectacle—a paranoi more detailed tracking of the body, for mc the televised sports spectacle, media itself the spectator experiences his passion for edits, dynamic graphics, and elaborate soi in terms of technology and, implicitly, ger experience of watching an NFL broadcas like Madden NFL decreases with each revo ing now toward 3-D). Such technological r of attention and desire around the male a presumed male spectator/consumer.4 Tec racy Farocki's twelve-channel installation move across one screen, tracking the offs french national team's bench, another on a room full of visual data—all culled from each player's movement across the field;

Elaborate protocols of reading and viewing manage how we see and experence these scenes of intimacy and belonging. Gordon and Perrano's Zidane.. *aut Century Portrait* is perhaps the most perfect expression of the collision of intimacy and publicity in the sport spectacle. Multiple carmeras reproduce for unthe experience of keeping company with the athlete in the muldle of the arent The film exploits what Eve Sedgwick calls the "privilege of unknowing." which allows us all to huxuriate in the spectacle of Zidane's athleticism without, how ever, considering what it is that we are doing as our eyes linger over the crook of Zidane's arek as we admire the sweary sheen of his skin, or as we contemplat the sublimity of the athlete's weathered face. "Take art historian Michael Phied remarkable appreciation of Zidane's toral absorption in the game:

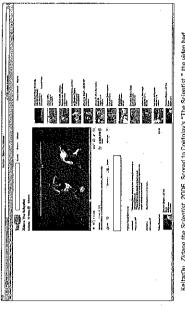
Indeed, Zidane's dazzling and unerring footwork, his astonishing control of the ball, his instantaneous decision making—all exemplify his seemingly unremitting focus on the game even as they combine to keep the viewer perceptually on edge, as does the sheet violence of his high-speed

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It repeats it, aestheticizes it, washes it clean, and makes it respectable. Zidane is there is an audience, an image that we feel permission to look at and enjoy)—it from the awareness that we, as audience, are part of a global spectacle. We are happy spectators to our own spectatorship. Zidane turns homosocial desire into and decidedly lowbrow hobby in which the "art" is produced by the disavowal of the popular.<sup>10</sup> Zidane elaborates on the spectacle that substitutes for the person to allow for a viewing pleasure that might otherwise be too visibly queer. In doing is in fact a hyperspectacle in which the thrill of the enjoyment on offer is derived too,ooo views each. There seems to be no irony in the use of pop ballads to score lists) are perfect vehicles for communicating the powerful longings that undergird world soccer culture.<sup>8</sup> These texts—Zidane: A 21st Century Portrait and Zidane: The Emotional Movie—are formally linked by their explicit deployment of what James Tobias describes as "the musicality of time based media" and by the movement of sentiment along the currents of popular music.<sup>9</sup> But Gordon and Parreno's so, the film raises the homosocial intensity of foothall culture by another factor. to the Timbaland/One Republic pop song "Apologize," which then fades into the Sick Puppies song "All the Same." The opening lyrics of that painfully sincere rock ballad are, "I don't mind where you come from, as long as you come to me." Other Zidane homages draw their music from Coldplay ("Beautiful World"), Ma-At last check the videos set to Madonna and the Spice Girls had recorded well over these montages. If anything, these songs (culled from European pop radio playfilm is a big-budget and highbrow translation of a popular, wildly sentimental, a successful spectacle (an image in which we are interested, an image for which donna ("Love Tried to Welcome Me"), and even the Spice Girls ("Viva Forever"). a glowing spectacle. Women's team sports live in the abject shadow of that world. Women's sports are framed by mainstream media as making a bad spectacle, either via sensationalist stories of female monstrosity or via the reproduction of the motion that women's sports are boring. Broadcasts of women's team sports use fewer camensa and little to no graphics, and they are scheduled at less desirable broadcast times, often on floating cable channels that do not appear on digital mems. Andiences are smaller—watching your teram from your living noom can doubly isolating when you can see very few people watching them in the stadium. The inclustion of what broadcast footage exists is lightly regulated—with so little material out there, the illegal distribution of Olympic soccer matches on You-Tube, for example, is easier to police.<sup>11</sup>

Viral videos about women's sports are less likely to frature the prowess of arhitetes than they are to luxuriate in overt misogyny. This was the case for a 2008 viral video mocking the idea of a "WNBA Live" video game (NBA Live is the most popular basketicall game series). In the video parody a man in lesbian drag

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Keitarou, Zidane the Scientist, 2006. Scored to Coldplay's "The Scientist," the video had received 5,443.472 views on YouTube as of June 1, 2012.

plays at being a WNBA star introducing his bored friends to the new game—an abject, outdated, and comically slow-moving "virtual" basketball game in which a lone female suich figure limps across the scene and makes a bad shot. The player then falls over "injured" when she gets a "yeast infection."

There is, it turns out, a whole subgenre of YouTube videos mocking the WNBA—not because the authors of these videos have a problem with the organization but because they can't get over the idea that women play basketball and that there are people who want to watch them. The "WNBA Live" parody has a home on Sports Illustrated's website, where it is posted in their "Hot Clicks" section without critical comment.<sup>12</sup>

More problematic, in the fall of 2009 ESPN broadcast a story about a "catfight" on a soccer field (a series of unpunished hard fouls in a regional college match, broadcast on a local television channel). ESPN studo wear twial and international, Multiple posts of clips from the ESPN story on YouThub have been viewed well ower one million times each. Elizabeth Lambert, the college student who was the center of the foorage, became an international headline. The story became a media phenomenon and was, by far, the most exposure given to women's soccer in 2009. The refere who failed to discipline her in the game (a was his job) was never named in the media, nor was he sanctioned for letting the game get out of control It is hard to imagine video foorage of a regional men's game in any sport becoming this newsworthy, even if such a game firvolved dearty violent behavior (soccer players of both steres sometimes throw punches and are normally ejected from the field for doing so). The story was attractive because it fed into the notion that fermale athletes are fermale monsters—that the sports in which they participate make them unnaturally violent.

the female athlete raises gender and sexuality immediately as problems to be media is always already uninterested in women's sports (having decided it is not Toby Miller points out that the entry of women into the visual sphere of sports visually managed—on the field, in the visual presentation of the sport, and in the stands.14 Pat Griffith writes, "Women's presence in sport as serious participants dilutes the importance and exclusivity of sport as a training ground for learning confers."15 Anxiety about the inherent, structural, and defining queemess of athletes in popular media. That constraint plays out on different levels: sports media is fraught with "cosmic gender ambivalence."<sup>13</sup> The becoming visible of about and accepting male gender roles and the privileges that their adoption especially women's team sports constrain the circulation of images of female appealing to male spectators and consumers), and women athletes themselves have a lot to lose. Marriage plays with this in Soccer, the low-fi, DIY aesthetics, their oddity, and their isolation speak to the abjection of female athleticism. But it also suggests that the homosocial space of women's sports is a more generous and more elementally queer one for its "failure" to produce a good media spectacle. Bass and Tsang play, but they aren't playing along.

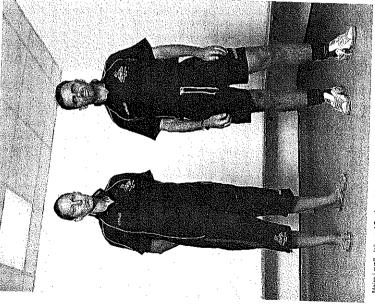
Artists like Gordon and Farocki collaborate with the sport spectacle. Their works in fact require the full cooperation of the institutions that produced the matches they choose as their respective subjects.<sup>16</sup> Gordon and Parreno worked with La Liga, Spain's professional league, and Zidané s' dub, Real Madrid. They had the athlete's full cooperation, as well as that of his teammates. Farocki's project required the cooperation, as well as that of his teammates. Farocki's project required the cooperation of FIEA (which controls the use of World Cup broadcasts) and the numerous television networks whose feels he appropriated. These works and others like them extend the sport spectacle into the museum. Work like this earl, he and a about women's sports. Queer ferminist work that takes mainstream sports spectacles as its subject wort ib made with the cooperation of sports media.<sup>17</sup> The character and quality of the image, the geomethes of desire that connect athlete and spectator, are qualited with the cooper-

The ideological limits that organize and contain mainstream representations of the female athletic body aggressively and ambivalently surface in *Stand Your Gravad* (2008), Moira Lovell's photographic installation of claustrophobic pontraits of the worten who play for the Doncaster Rover. Belles. The Belles are one of the older women's soccer tams in Hegland. Women working the stands selling programs for the local professional men's team, the Doncaster Rovers, formed et Belles in 1969.<sup>18</sup> In Lovell's portraits the contemporary Belles do not meet the camera with the obligatory disarming sunie saked of women athteers on those anomalous days when the media takes interset. Nor are these

traditional team photos presenting the united front arranged in tidy rows on the pitch, bodying forth the team's identity en masse. Lovell's images are anxious. Bach portrait couples a player with the team's coach. Taken as a series, the work seems to manifest the pressure to "stratighten" the fermale athlete out, to reassure the spectator by forcing us to read these women via the mediating presence of the manager. This firating isolates each from the other, triangulating "us and them" through the male managerial body. Lovell edges the grame, too, out of the firame. The athletes are off the field, still in their training outfits, anght in the semiprivate, transitional space of the locker room. They are defensive portraits and overthy refuse the radiational heroid, action-oriented approach to the athlete. Lovell shows us that within this setting and with these subjects, the conditions of possibility for representing pleasure and identity are faught. The installation draws attention to the biggest threat to mainstream visual culture especially posed by women's football: you carr not see lebians everywhere. The entire composition seems designed to ward off this possibility.

plainly gay)—but because those women had politically organized to support tion's fifty-year ban on women from its fields, an act explicitly intended to kill off the popular women's game in the 1920s not only because the women who played it were unseemly---cigarette smoking, swearing, and hard playing (and striking workers.19 Because of this history and the sports culture that it created, in those countries where women's soccer was in essence outlawed (Eng-As much as the game is marked in England as a working-class sport, it is even more deeply coded as masculine thanks largely to the English Football Associaland, Germany, Spain, and Brazil, for example), one's kit feels like a black leather motorcycle jacket. Even as it signifies membership in a team, a collective identity, it also signals a form of rebellion.<sup>20</sup> Furthermore, when the English FA banned women from its pitches, it also banned male FA members from supporting the women's game as referees, linesmen, etc. The ban was not just an attempt to regulate women footballers out of existence but an attempt to ban the rewiring ably brings about. It was an attempt to undo the queering effects of the women's game on gender and sexuality. The manager's presence in Stand Your Ground is contradictory—on the surface he seems to ward off the queer reading, but in fact his is not a traditional masculine presence. Take one of these portraits, and perhaps you see a couple. Look at the installation series, however, and the male of men's and women's relationships to each other that women's athletics invaribody becomes a superfluous and awkward presence. He is not a heterosexual chaperone but a queer collaborator. The mediatedness of the spectacle of the men's game seems to provide the artist and the fan with a distance that gives him permission to adore his subject. Without that visual archive, without the spectacle of the spectacle filtering us from them, the task of representing the female athlete is more charged and more

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Moira Lovelt, *John and Precious*, 2008. Precious Hamilton, 21, center midfleld, was with the Doncaster Rover Belles one year at the time of the photograph. C-print,  $70 \times 60$  cm. Commissioned by Pavilion, Courtesy of the artist. overdetermined. Zidane can act like the cameras aren't there—his absorption in himself, in himself as athletic spectacle, lets him get on with his work and lets you look at him without the particular discomfort of feating that somehow he might look back, as if he knew what you wanted. In the world captured by Lovell's camera, when the lens is trained on her the franale athlete doen't

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move. The spectator is an unwelcome presence in this space, in much the same way that these women are unwelcome within the deeply patriarchal and homophobic spaces of English football. The artist refuses to give us either a moving image or an image of motion. These women do not have the luxury of disavowing the camera s presence and all that it implies. We are intruders, and the Belles stand in formation against us. It is as if these women are defending their space of play from the intrusive presence of the camera. These players are not on television, not in the newspapers, and not in the movie theaters. And in a way they are not here, either, in these photographs of an antiseptic locker norm. The defensiveness of their strare in advison to the areas of the strare in a bision.

The defensiveness of their stance in relation to the camera and the spectra tor is not incidental to Lovell's subjects: On January 3, 1995, BBC1 broadcast a documentary featuring the team. Paul Piernot's *The* series was, in the words of sports journalist Pene Davies, "a romp; it showed them playing, training, working, dubbing, going ten-pin bowling, winning the FM cup, drinking and dancing with the troophy getting back to the business in the league the next Sunday and winning thar, too."<sup>4</sup> The women were shown to be rowdy, working class, and winning that, too."<sup>4</sup> The women were shown to be rowdy, working class, and winning that, too."<sup>4</sup> The women were shown to be rowdy, working class, and certainly in terms of their relationship to fearminity, queet.<sup>27</sup> This was too much for the English Foothall Association, which sem a strongly worded letter of rebuke to the club. Players who had been on the national team were dropped, and stare forward Gil Coutaurd was stripped of her captaincy of the national and stare forward Gil Coutamentary on the team. After that broadcast the club swolded all contant with the media – Davies described the team as suffering from a "dread of publicity."<sup>23</sup>

In representations of men at play intensely homocrotic scenes flourish under our noses, but only with the promise that we not "see" them. The "obviousness" of the queetness of women playing together means that we are barely allowed to see them play at all—and given the intest of homophobic retaliation, women do not necessarily look to the visual field for affirmation. The queer feminist artist who ventures into this territory must generate a space from which media has been exiled. Math Bass and Wu Ingrid Tsang give us access to that imaginary opace and sit "soccer." Moins Lovell gives us individual players but rells us that the team's field of play is beyond the camera's reach.

# VOTES

т. Judith Halberstam, hr a Queer Time and Place: Transgender Bodies, Subculnural Lives (New York: New York University Press, 2009), 96.

2. José Esteban Mriñoz, Ordisig Utopia: The Theat and There of Queer Futurity (New York: New York University Press, 2005).

 Hard Targets: Mascalinity and Sport, at the Los Augeles County Museum of Art, October 2006 - January 2009.

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4. That presumption is at odds with market research, as women constitute an increasingly significant percentage of the audience for nearly every major spectator sport.

5. Eve Kosofiky Sedgwick, "The Privilege of Unknowing," in *Tendencies* (Durham, N.C.: Duke University Press, 1939), 34–51. 6. Michael Fried, "Absorbed in the Action," Arifornan 45 (September 2006): 333-355.

 Zmédine Zidane and Fredéric Hernel, "L'impression d'êre Zidane sur le terrain," in Dividine Zidane: Un pervait du 21e sitiele (Paris: Hons Collections, 2006).

8. The use of "femitine" genrees of music to score homosocial celebrations of masculine provess becomes lass surphising when one learns that worms comprise at least 39 percent of fram southerman. South and the scorer+water study in "female Fans Can Boost Sponsorship during Crisis," International Handa Tribine, January 73, 2009.

9. James Tobias, "Chema, Scored: Toward a Comparative Methodology for Music in Media," *Film Quartary*, pn. o. 3(Mater.aog.-), as 5-90.

<sup>26</sup>. Taba Belal, in contrast, openly mines popular visual culture in his looped compliation Renulas Remiz (2008). Belal directly appropriates clips from a series of viral homages to Cristiono Ronaldo's foot skills. The result is a mind-mumbing repetition of Ronaldo's flicks and stopwers scored by the meaning of toch, techno, pop. rap, and disco.

II. TouThibe videos of the FIFA Women's World Cup and the Olympics are rare. These international nontraneous are the only events in women's societ that are no advance to mainternam network channels and that attract media attention. FIFA and the networks that contract with the Olympics aggressively restrict the dirulation of match focage.

12.. See "WNBA "Jideo of the Day" Si.com, May 23, 2008, http://sportsilhistrated.cnn. com/2008/extramustard/os/22/horchicks.0323/index.html.

13. Toby Miller, Sportsex (Philadelphia: Temple University Press, 2001), 130.

14. In the summer of 2009, the WNBA's Washington Mystics barned, "kissing cams," Kissing cams scare crowing strukesial indo basketball games to broadcast images of Kissing couples in the stands. The audiences at WNBA games inducide mmy leavin couples so such a camera would probably. The audiences at WNBA games inducide mmy leavin couples to action that most likely includes leaving physes. In their statement explaining the ban, the Mystics explained they didn't consider such displays of leaving affection appropriate. Shela johnson, manging partner for the Mystics, quoted by Mike Wise in "Mystics Give Big Lisen et he Kits-Off," Wishingron Peti, July 27, 2009.

15. Pat Griffin, Srong Women, Deep Closens: Lesbiars and Homophobia in Sport (Champaign, 111: Human Kinetics, 1998), 17.

16. In contrast, Freie Foulet and French national team player Vikash Dohrasoo documented the latter's experience in the 2006 World Cup without permission from FIFA or France's football federation. Alfoupti he had featured in the team's qualifying matches, he was not fielded in the World Cup itself-chun, the resultant film's title, Sustifica. Unable on we footbag of fraining or natches, the film shows Dohrasoo in his hotel room only struggling with his diseptointment at being benched. Many suspect Dohrasoo's participation in this documentary led to his being benched throughout the competition.

77. The Bagish Pootball Association launched a campaign against homophobia in zuro with a video that fractured not a single player nor match footage. The video shows a typical Bagish fan (white, male) moving through this day, pouring homophobic abuse on the people around him (a newspaper salesman, fellow passagers on the train, coworkers). The advertisement's message is, homophobic abuse is not tolerated outside the stadium, so it should not be tolerated inside it. This ad does nothing, however, to raise awareness of the almost generate association of flagish football with homophobies on a cultural and instintional level—it apparently never occurred to the Football Association for submitting the generated the gay.

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and lexbian sports finas might by offended by the ad or that it might actually represent gay and lesbian athletes in such an advertisement. See Owen Gibson, "Gay Rights Groups Attack FA Delay over Anti-homophobia film," Gaaritan, February 8, 2020. 38. Women fans of the men's clubs who wanted to play started nearly all of the most

where the state of the state of

<sup>29</sup> See Barbara Jacobs, The Dick, Kerr's Ludius: The Factury Grits Who Took on the World (London: Robinson, aood, for a history of women's soccar in England at the end of World War 1 and for her insights into the relationship between the English Foothall Association's Warf 1 and for norms's soccer and the support woment's reams were then offering to surking factory workers.

20. For more on the history of women's soccer in England, see Jean Williams, A Game for Study Grints: The Stray of Women's Forball in Britan (London: Routledge, 2003). 20 Physics II Institution 10, 100 and 10 and Physics II and 10, 100 and 10,

21. Pete Davies, I Lot My Heart to the Belles (London: Mandarin Press, 1996), 99.

22. For scholarship on grader, scrattary and worter's football in Hughnd, see Jayne Caudwell, "Wormen's Football in the United Kingdom. Theorizing Gender and Unpacking the Burch Lesban Image," *journal of Sport and Soli Issus 32*, no. 4, so 9-40. "Femure Faula: Rehthinhing the Femure-sinke," in *Sport, Scaudistic and Querr, Theory*, ed. Jayne Caudwell (London: Routledge, 2006), up. 5-8. Peter Davie's writing about the Belles does not directly address the scrattary of the physer-chart the team included a number of lesbin players is self prior and the proon ther, a well as his accounts of portmark of ports and the proon ther, a well as his accounts of portmark of our sport of condom Kar and the proon ther, a well as his accounts the team filther in the outsicing a the accessional use of the term partner and the proon ther, a well as his accounts of the transfit societ of the term filther at the proon there are an ecclore about the team's links to the Hackney Women's football Cub, the Shortsal and the sport and the ground short are about distributed and the transfit societ about the team's links to the Hackney Women's football Cub, a historically important on the team section a spin statist societ about the team's links to the Hackney Women's football and substat football and substat football accession also of the part of fuguers, referres, and the football data distributed and the sport of women's football and substat football accession of the part of fuguers, referres, and the football accession as solitical distributed are accounted about the team's links to the end of the part of fuguers, referres, and the football data distributed are about the team's football accession about the accession about the accession and the team's football and assist football. Societation "Societation" "Societation" "Societation" "Societation" addition and the team's accessing the team's football accession about the team's football accession about the team's football accession and the team's football accession about the team of t

23. Pere Davies, "Belles Left Running to Stand Still," *Independent*, March II, 1996.