

Waseda University Faculty of Sport Sciences
Global Center of Excellence Program
Mini-Symposium

**The Colonization of Sport Culture by Global Consumer Capitalism
The Role of Advertising and the Olympic “Celebrate Humanity”
Campaign**

Date: February 23, 2012

Venue: Waseda University, Higashifushimi Campus (Bldg: STEP22, Room: 205)

Program

- 16:00~16:20 Introduction: Globalization, Consumerism and Sport
Dr. Lee Thompson, Waseda University, Japan
- 16:20~17:10 Globalization, Advertising and the Colonization of Sport Culture
Dr. Steve Jackson, University of Otago, New Zealand
- 17:10~18:00 Celebrating Humanity or Consumption? The Olympics and
Globalization
Dr. Joe Maguire, Loughborough University, UK
- 18:00~18:30 Discussion