

# SUMMER 2024 WEEKS 4-6



## Football City: Sport and Culture in Liverpool

### IEEL024

Credit Value	Delivery	Contact Hours Per module	Self-Directed Hours Per module	Total Hours Per module
5 UoL credit, 2.5 ECTS	On-campus	12-16	34-38	50

#### Module Leader: Dr. Lee R Kendall

*Lee was born in Liverpool in 1974 and earned his BA (Hons) in History of Art at Leicester University in 1997 before going on to complete his PhD in the same subject at Liverpool John Moores University in 2006. An independent art historian and author of several books including "Being for the Benefit of... Beatles Art in Liverpool" (2011), he has been part of the front of house team at Tate Gallery, Liverpool since 2009 and has lectured for the University of Liverpool's Continuing Education Department since 2019.*

#### Module Description

Professional football has its roots in the working-class communities of Victorian Britain and it developed into a global industry in the late 20th century. This module will examine the social and historical background to the cultural phenomenon and discuss its effect on shaping the modern city of Liverpool, particularly through marketing and tourism. It will also explore the multi-faceted area of the business of football, focusing on the marketing related principle of sponsorship and its exponential rise within football. Future trends associated to the football business and their potential impacts on the industry will be explored.

## **Module Aims:**

To develop confidence in understanding and communicating complex ideas

To develop skills in research, collaborative learning and producing and delivering presentations.

To introduce students to the history and development of Liverpool's football clubs in the context of British social history and to examine the contribution of sports culture to the regeneration, rebranding and marketing of Liverpool as a tourist attraction in the 21st century.

To introduce students to the business of football, global brands and the marketing related principle of sponsorship and its rise within football.

## **Content**

The following topics will be considered on the module:

Context: social and historical background of football in Britain with a focus on Liverpool clubs and the local community

Studying the impact of marketing, the role of the media and how football has become more inclusive for women and other social groups

Critical analysis of popular art related to the football industry (public sculptures, memorials, banners, songs, videos, plays etc)

Contribution of football to the rebranding of the city, World Heritage Site inscription and the impact the Capital of Culture award in 2008

## **Module Structure**

The module will be delivered over a three-week period in six two hour sessions (four hours per week, total 12 hours contact time).

The module will consist of classroom-based seminars with site visits to Everton Football Club's ground at Goodison Park and Liverpool Football Club's ground at Anfield. Students will be expected to participate fully and actively throughout the sessions.

In addition, it is expected that students will spend 34-38 study hours outside of the classroom contact hours on activities including assigned reading, optional reading of areas of personal interest, homework tasks, web research and preparation for assessment

## **Teaching Methods**

The teaching approach will include the following:

Taught sessions

Small group working

Group discussions

Presentations

Workshops

Site visits

## **Assessment:**

Assessment will be by:

Group presentation

Multiple choice examination

Standard University policies apply with regard to late submission of assessments

## **Course Structure:**

The course will be interactive in nature, with the sessions highly focused on understanding, interpretation and expression: encouraging students to put theory into practice throughout

## **The indicative schedule is as follows:**

### **Session One:**

#### *Introduction*

Opening class-based presentation offers a potted history of sport in Liverpool, from John Hulley's pioneering development of gymnasia in 1864 which sparked the modern global Olympic movement, to great sporting events and sports here such as the Grand National, the British Formula 1 Grand Prix (1955-62), Royal Liverpool Open Golf Championship (Hoylake), Liverpool International Tennis Championships, etc. Includes an introduction to the development of football in Liverpool, its working-class origins and the circumstances surrounding the creation of one of the most famous rivalries in British game between Everton F.C. and Liverpool F.C.

### **Session Two:**

#### *Site Visit A – The Football Quarter*

In the Premier League era, football is big business and nowhere is this more apparent than in Liverpool's new leisure hub, with its themed Bill Shankly/Dixie Dean hotels, football megastores and sports bars. The commercialization of football certainly has its detractors, but, as this city-centre site tour will demonstrate, it is a vital component of Liverpool's culture and economy, as is the significance of artworks such as the nearby 'Hillsborough Monument Memorial' (2013). The visit concludes at the Baltic Triangle in order to introduce the partisan nature of LFC/EFC street art.

### **Session Three:**

#### *Presentation – Culture Of Football*

Intended to open up debate about the legitimacy of football as a social mainstay, this class-based discussion takes a sideways look at various aspects of football culture including memorabilia collecting, fan clubs, charity/community work, club sponsorship, hooliganism and representation in the media. Far more than being simple purveyors of spectator sport, for decades football clubs like EFC and LFC have represented the best and (at times) the worst of

their respective communities, replacing religion/faith in the lives of many; indeed the question may be asked: is football religious?

#### **Session Four:**

##### *Site Visit B – Everton F.C.*

This site visit to Goodison Park Stadium, home of Everton F.C. since 1892, examines the history of the Grand Old Lady via 'The Everton Timeline' (2010), a unique image/text based installation running around the entire perimeter of the stadium; as well as through numerous artworks placed around the area including a revered statue of top goal-scorer 'Dixie Dean' (2001). It will also include an exploration of EFC street art peppering the built-up residential area around the stadium as well as taking in a visit to Prince Rupert's Tower, the 1787 lock-up that features prominently on the club badge.

#### **Session Five:**

##### *Site Visit C – Liverpool F.C*

This site visit to Anfield Stadium, home of Liverpool F.C. since 1892, explores the history of the world famous ground, and bastion of the most successful club football team in England, through sculpture – 'Statue of Bill Shankly' (1997) etc, objects – the Great Eastern Flagpole (1889); and the emotionally charged 'Eternal Flame' of Hillsborough; as well examining the street art of the surrounding areas, which has latterly made certain parts of Anfield feel more like sectarian Belfast, opening up interesting questions as to the agitprop value of art and culture in a sporting context.

#### **Session Six:**

##### *Conclusion & Assessments*

The course draws to a close with a brief consideration of the vital importance football and other competitive sport continues to play in the life and wellbeing of the city, its people and its visitors, before students are required make their formal presentations to the rest of the group.

#### **Learning Outcomes:**

On completion of this module, students will be able to:

<b>Learning outcome</b>	<b>Assessment component which assesses this learning outcome</b>
Display confidence in understanding and communicating complex ideas in written and spoken language	Multiple choice/short answer paper (20 questions) and Group Presentation
Research a topic and work collaboratively in this research to produce a group presentation	Group presentation
Demonstrate a basic awareness of the contribution of sport to the well-being of a community and regeneration of a city.	Multiple choice/short answer paper (20 questions) and Group Presentation

Students will be able to demonstrate an introductory understanding of the business of football, global brands and the marketing related principle of sponsorship and its rise within football.	Multiple choice/short answer paper (20 questions) and Group presentation
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### Skills:

Key skills that will be developed:

Skill	How this skill is developed	Mode of assessment
Collaboration and Teamwork	Group discussions, activities and tasks in class	Group presentation
Communication	Orally in group discussions, activities and tasks in class, in writing by production of assessed assignment	Group Presentation Multiple choice/short answer paper (20 questions)

### Books, ebooks and websites:

The University Website at [www.liv.ac.uk/library](http://www.liv.ac.uk/library) provides access to many relevant books and electronic books, as well as academic journals and databases.

### Recommended Pre-Course Reading

Aughton, Peter, Liverpool: a People's History, Carnegie Publishing, 1990

Belchem, John, Liverpool 800: Culture, Character and History, University of Chicago Press 2012

Brandle, Fabian and Koller, Christian, Goal! A Cultural and Social History of Modern Football, Catholic University America Press, 2015

Gibbons, Tom, English national identity and football fan culture: who are ya? Burlington, Vermont : Ashgate, 20

Menuge, Adam. Ordinary landscapes, special places : Anfield, Breckfield and the growth of Liverpool's suburbs, English Heritage, 2008

Morris, Terry, Vain Games of No Value? A Social History of Association Football in Britain During its First Century, AuthorHouseUk, 2016

Pfister, Gertrud and Pope, Stacey, Female football players and fans: intruding into a man's world, Palgrave Macmillan, 2018

Zhang, James J. and Pitts, Brenda G.(eds), The global football industry: marketing perspectives Routledge, Taylor & Francis Group, 2018.

All of these books are excellent introductions to Liverpool and football history, but it is not necessary or required to read all of them. We would recommend choosing and reading one, or at least dipping into the chapters of particular interest to you.

We may also assign readings from these books as preparatory work during the course.

The University Website at [www.liv.ac.uk/library](http://www.liv.ac.uk/library) provides access to many relevant books and electronic books, as well as academic journals and databases.

### Useful Websites

<http://liverpoolvision.co.uk/marketing-liverpool>

<https://www.liverpoolfc.com/fans/lfc-around-the-globe>

<https://www.liverpoolfc.com/history>

<http://www.evertonfc.com/home>

<https://www.culturematters.org.uk/index.php/culture/sport/item/2212-social-class-and-the-invention-of-modern-football/>

<https://www.fifa.com/about-fifa/who-we-are/the-game/britain-home-of-football.html>