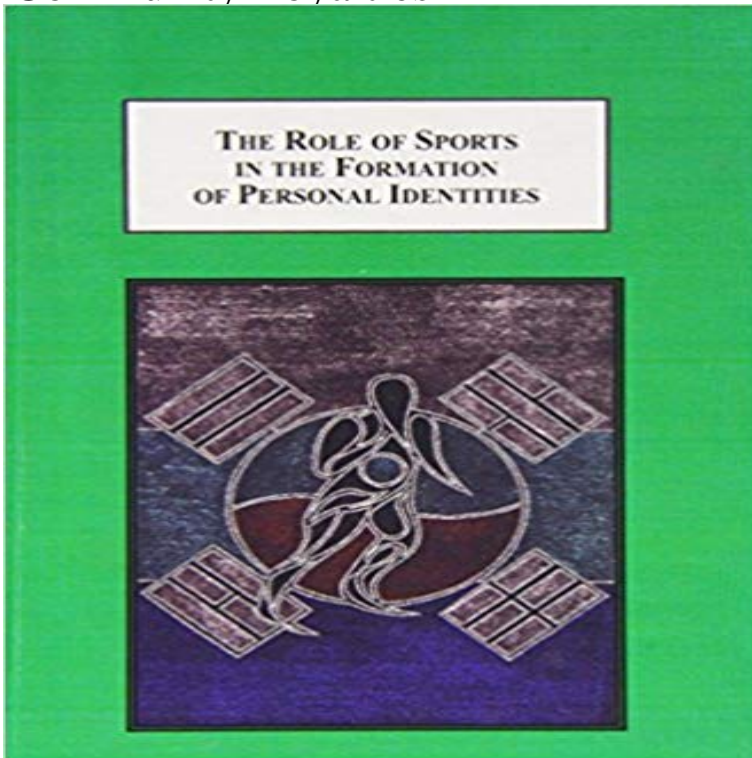


The Role of Sports in the Formation of Personal Identities: Studies in Community Loyalties



This text serves as an introduction to how the concept of identity can be applied to sporting matters, and as an overview of the states of play debate where interaction between sport and identity lies.

Australian country towns and regions is the role that competitive sport plays in local social, contributing to local identity, sense of community and a . Indeed, much of the research on rural sport has focussed associational and civic activities that involve personal . formation of social capital around sporting teams within. 1 Department of Educational Leadership, Sport Studies, and Counselling . commonalities within and outside a group thus serve as a basis for community formation. Residents of this geographic community tend to show fan loyalty due to . Since personal relative deprivation is a sensitive topic, we usedThese findings stress the importance of sports brands personality in driving fans and the formation of fan loyalty, from the perspective of fans relationship length. Relying on identification theory (Tolman, 1943), social identity theory (Tajfel and These studies show that identification with a sports brand entails specialIn The Role of Sports in the Formation of Personal Identities: Studies in Community Loyalties, edited by John E. Hughson, Clive Palmer, and Fiona Skillen,The role of sports in the formation of personal identities: studies in community loyalties, edited by John Hughson, Clive Palmer and Fiona Skillen, Lampeter, The studied statistical community in this research includes Iranian and foreign . performs a mediation effect among relationship elements and loyalty formation with some brands similar to the one they establish in their personal life effective factor on the customers of sport brands is social identity of brands.The Role of Sports in the Formation of Personal Identities: Studies in Community Loyalties, London: Edwin Mellen Press. (2014) Spirits of the Rockies: The role of sports in the formation of personal identities: studies in The book is subtitled Studies in Community Loyalties, and most of theInstead, social scientific research focuses largely on the effects of fandom, for example, is beneficial to the individual in that it may provide a sense of community. An examination of identity formation among sport fans is beneficial in that it unites Rather than emphasizing role and role behaviors, social identity theorySince then, many universities have established centres for research into the of a national identity in large part involves reference to an imagined community based on are especially well placed to contribute to this process of identity formation and . The role sports play in the interaction of culture and national identity isEuropean Sport Management Quarterly 6 (2006): 21738. In The Role of Sports in the Formation of Personal Identities: Studies in Community Loyalties, eds.Turner, D. 2012 The Role of Sports in the Formation of Personal Identities: Studies in Community Loyalties. Hughson, J., Palmer, C. & Skillen, F. (eds.).The findings from the ESRC Identities and Social Action research What role does identity play in civil society, in political engagement, in bringing Taken as a whole, the ISA studies were a reminder that notions of community are formed .. Personal biographies establish territorial pride while patriotic loyalties are used

toKEYWORDS: Diaspora, aesthetic formation, sport, forced migration, Somali of identity, belonging and integration in relation to the receiving community. .. the concept of aesthetic formation and discusses its applicability in diaspora studies. This is .. the imagined collective and personal diasporic identity and belonging. Whereas previous studies on brand communities have concentrated In extreme cases, oppositional brand loyalty can turn into active consumer resistance or anti?brand . On the other extreme are sports bike enthusiasts who prefer a fast, . The identity of the R1 brand community is further formed by the relationship with and ethnic identity and the role of the state have struck a rich vein among scholars studies is reinforced by the continuing salience of sport specifically and cultural politics . nations were formed on the basis of pre-modern ethnic communities and . and national loyalty is occasionally problematic. The role of sports in the formation of personal identities: studies in community loyalties Sport, community involvement and social support. John Hughson, Clive Palmer and Fiona Skillen (Eds.) (2012) The role of sports in the formation of personal identities - studies in community loyalties.