



Diasporas,
migration
& identities

Tuning In: Diasporas at the BBC World Service

Sport Across Diaspora

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Sport Across Diaspora



From Caversham to Crossing Continents

- Texts
 - BBC Archives at Caversham
 - BBC Sport Websites; *Have Your Say*
- People
 - Working with the BBCWS
 - Interviews, ethnographies
 - Embodied selves and regulatory bodies
- Place and space
 - Inside Bush House
 - Virtual Space
 - Soundscapes
 - Digital Diasporas

Empire Service: setting the agenda

Broadcasting has come to involve:

A connecting and co-ordinating link between the scattered parts of the British Empire (John Reith, First director general at the Opening of the Empire Service 19th Dec. 1932)

Nothing so well illustrates the noiseless manner in which the BBC became perhaps the central agent of national culture as its cyclical role; the cyclical production year in year out, of an orderly, regular progression of festivities, rituals and celebrations-major and minor, civic and sacred-that mark the unfolding of the broadcast year' (Scannell and Cardiff, 1991:278)

Technologies of Change

- Responding to technological innovation
- BBC, World Service and the media sport commerce nexus
- Particularities of the BBCWS
- Politics of sport
- Spatial and temporal transformations
- Which diaspora?

Playing the game in changing times

- BBCWS, sport, fair play and impartiality
- The translation of sport across continents
- Gendered, racialized fields of play
- From the game of empire to the IPL
- Regulatory bodies regulating bodies
- Sport, affect and sensation

- Sport on the BBCWS offers conversations between media and diaspora: ideas are trans-located, translated and travel in different ways
- BBCWS is a contact zone for different encounters in Bush House itself as well as through its diasporic communities of audiences and broadcasters
- Sport shows how audiences, texts, broadcasters interconnect and intersect with social, economic, political and cultural forces in management of political diplomacy
- The shifts from the voice of empire have been countered and translated into the language of diversity but there are uneven points of disjuncture as well as continuities
- Change has not been epochal but rhizomic: BBCWS has been a cultural broker and constitutive of change as well as being responsive to social and technological transformations