

Binghamton University

## The Open Repository @ Binghamton (The ORB)

---

Research Days Posters 2023

Division of Research

---

2023

### Capitalization of Cultural Identities within Football

Axel Larsson

*Binghamton University--SUNY*

Follow this and additional works at: [https://orb.binghamton.edu/research\\_days\\_posters\\_2023](https://orb.binghamton.edu/research_days_posters_2023)

---

#### Recommended Citation

Larsson, Axel, "Capitalization of Cultural Identities within Football" (2023). *Research Days Posters 2023*. 49.

[https://orb.binghamton.edu/research\\_days\\_posters\\_2023/49](https://orb.binghamton.edu/research_days_posters_2023/49)

This Book is brought to you for free and open access by the Division of Research at The Open Repository @ Binghamton (The ORB). It has been accepted for inclusion in Research Days Posters 2023 by an authorized administrator of The Open Repository @ Binghamton (The ORB). For more information, please contact [ORB@binghamton.edu](mailto:ORB@binghamton.edu).

# Capitalization of Cultural Identities within Football (Soccer)

## Research Question

How has an influx of capitalism led to the propagandization of football and ideological impact on local communities?

## Key Factors

- Bosman Case
- Formation of Premier League and Champions League
- Fall of Soviet Union
- Football's enormous global popularity

## Key Concept for Background Knowledge

- Social Spirituality
  - People search for a greater belonging than themselves
  - Can be religion, can be consumption
  - Can be a sports teams
    - Familial and regional masses all cheering for one entity breeds camaraderie
- Sports Washing
  - Wealthy party sponsor a sports team/event in order to industrialize the team/events platform to spread their ideology by synchronizing their identity to the team/event's

## Abstract



## Conclusion

By investing in otherwise deprioritized communities through football, corporate and state despots gain trust and passionate support among both local and global supporter groups willing to defend their success' guarantor