

**"Team GB", "Team England" or "Team Scotland"? Media Representations of "Britishness", "Englishness" and "Scottishness" in London 2012 and Glasgow 2014 [abstract only]**

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This document is the Presentation

**Citation:**

BLACK, Jack and WHIGHAM, Stuart (2015). "Team GB", "Team England" or "Team Scotland"? Media Representations of "Britishness", "Englishness" and "Scottishness" in London 2012 and Glasgow 2014 [abstract only]. In: BSA Annual Conference 2015, 01 - 03 Apr 2015. (Unpublished) [Conference or Workshop Item]

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**“Team GB”, “Team England” or “Team Scotland”? Media Representations of  
“Britishness”, “Englishness” and “Scottishness” in London 2012 and Glasgow 2014’**

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Presented at:

‘BSA Annual Conference’, Glasgow Caledonian University, Glasgow, UK, April 2015

**Abstract**

Given the timing of the Scottish independence referendum in September 2014, the hosting of both the London 2012 Olympic Games and the Glasgow 2014 Commonwealth Games coincided with a period of considerable political turmoil and reflection within the United Kingdom. The extensive levels of public, political and media scrutiny of both of these major sporting events can therefore be framed within a wider consideration of the contemporary dynamics of the political union between the constituent nations of the UK, as well as the multifarious forms of national identities expressed within the various regions of the ‘nation-state’. Despite the growing influence of social media forms within contemporary society, politics and sport within the UK, the ‘traditional’ print media retain a central (although arguably diminishing) role in the dissemination of information relating to major societal, political and sporting issues to the British public. This paper will therefore critically reflect upon the nature of print media representations of ‘Britishness’, ‘Englishness’ and ‘Scottishness’ at London 2012 and Glasgow 2014 from both London-based and Scotland-based publications, drawing upon empirical data from completed and ongoing doctoral theses from the respective authors. In particular, the implications of the contrasting competitive structures of each event will be considered, given the symbolic differences between the unitary ‘Team GB’ at the London 2012 Olympics and the separated representative teams for Scotland and England at the Glasgow 2014 Commonwealth Games.