



This is a peer-reviewed, post-print (final draft post-refereeing) version of the following unpublished document and is licensed under All Rights Reserved license:

Roberts, William M ORCID logoORCID: <https://orcid.org/0000-0001-5736-5244>, Griffiths, John and Whigham, Stuart (2017) Blue Moon Rising: A narrative exploration of football fan identities in a neoliberal era. In: Sport Policy and Politics: The Inequality Gap, 16 - 17 March 2017, Manchester. (Unpublished)

EPrint URI: <https://eprints.glos.ac.uk/id/eprint/5035>

Disclaimer

The University of Gloucestershire has obtained warranties from all depositors as to their title in the material deposited and as to their right to deposit such material.

The University of Gloucestershire makes no representation or warranties of commercial utility, title, or fitness for a particular purpose or any other warranty, express or implied in respect of any material deposited.

The University of Gloucestershire makes no representation that the use of the materials will not infringe any patent, copyright, trademark or other property or proprietary rights.

The University of Gloucestershire accepts no liability for any infringement of intellectual property rights in any material deposited but will remove such material from public view pending investigation in the event of an allegation of any such infringement.

PLEASE SCROLL DOWN FOR TEXT.

Title:

'Blue Moon' Rising: A narrative exploration of football fan identities in a neoliberal era

Authors and Affiliation:

Will Roberts, John Griffiths and Stuart Whigham; Oxford Brookes University

Email:

wroberts@brookes.ac.uk

Abstract:

Professional football in the United Kingdom has been significantly transformed by a combination of commercialisation, commodification and globalisation – ideologically, processually and practically - resulting in numerous tensions and conflicts for football supporters as they come to terms with the shifting nature of contemporary football cultures. This paper seeks to discuss the impact of these processes on the lived experience of football fans, utilising an auto-ethnographic methodological approach to critically reflect upon the impact of the hyper-commercialised nature of contemporary professional football on modern football fan identities. The first half of the paper draws upon the findings of an undergraduate student dissertation which uses an autoethnographic and narrative turn – utilising a critical discussion of the football 'song' to poetically explore the impact of foreign ownership, financial investment and competitive success for Manchester City fans, outlining the resultant conflicts and tensions that these developments have caused, such as the marginalisation and alienation of traditional 'City' fans. The second half of the paper builds upon this analysis by discussing the potential benefits of similar narrative projects in a wider range of contexts across the UK, thus exploring the contrasting and nuanced impacts of processes such as commercialisation and globalisation on fan identities in different geographic regions and levels of competition.