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Title

College Sports in America: Thoughts from an Educational Perspective

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US college sports are primarily big business entertainment pursuits, and only to a lesser extent tools for character building. College sports are thus a main means of marketing the modern university, and much less about molding young minds. The educational role of college sports within American higher education therefore must be re-assessed, re-imagined and re-prioritized. In this informal talk, I will draw on my long-term fieldwork with a university basketball team in the US, and discuss parts of the book manuscript I am working on, which is tentatively titled, *Building Character, Buying In, and Playing On*.

Keywords

Character building, Moral education, Commercialism, Exploitation; Marketized coaching pedagogy; Triumphalism (a.k.a. winning is everything”; “winning at all costs”)

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