

Dr. Shirley Anne Tate

University of Leeds

A Tale of two Olympians: Race, Gender, Nation

Lecture November 30, 2016, 6.30 pm
C3, Lecture Room "Alois Wagner Saal"
Sensengasse 3a ,1090 Vienna

This talk focuses on discussing the Black woman's athletic body and its place in the nation through looking at two British athletes, both chosen as brand ambassadors throughout 2012 by a US multinational company. In linking the athletes so clearly with the brand their bodies and characters were also branded as 'the best of British'.

The interest that their bodies holds is thinking through their very skin about how it is that 'race' still matters for who can represent the national GB brand and become its global icon for the Olympic Games, as well as how through branding racially ambiguous beauty can come to represent the nation even given the continuing racism of our post-race times.

Shirley Anne Tate is a Cultural Sociologist and Associate Professor for "Race and Culture" at the Faculty of Education, Social Sciences and Law, University Leeds, United Kingdom.