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U N I V E R S I T Y

**Branding Jamaica
Usain Bolt and UK Press
Discourses**

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Usain Bolt

“As soon as I left the airport in Beijing, it became mad. I felt like I was the *David Beckham* of athletics - It was completely crazy, but amazing too. Everyone wanted a piece of me - it was an amazing feeling.”





PUMA AND JAMAICA

PUMA's footwear segment posted a 6-3% increase and apparel sales rose by 9.6% in 2008



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Sport and tourism
destination awareness
1993 Hollywood
movie based on the
true story of the
first Jamaican
bobsled team
trying to make it to
the Winter
Olympics.



Sporting heroes/heroines and national identity

- A lack of success in sport could be counter productive in terms of national identity
- Sport heroes and heroines can have a strong impact on place identity (Hinch, 2006:23)



Cultural Identity - 'It's a Jamaican thing'

He was joking on the starting blocks.
He reacted last to the gun.
He ran against the wind.
He didn't tie his PUMAs.
He jogged over the finish line.
He broke the world record.
Then he danced.
And reminded us that
Being the best should be fun.

Usain Bolt.

3 gold medals, 3 world records.



Jamaica Observer Newspaper

Contested perspectives of the values and norms of athletic performance



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Sport media discourse and national identity

- Print media stories inevitably involve political assumptions, ideology, social values, cultural and racial stereotypes as textual strategies



UK Press Landscape

Broadsheet format

- [The Daily Telegraph](#) & [The Sunday Telegraph](#) (est. 1961)- generally taken to be a Conservative newspaper.
- [Financial Times](#) (est. 1888) - A business-oriented daily. Economically liberal.
- [The Sunday Times](#) (est. 1822) -. Centre-right.
- [The Guardian](#) (est. 1821) / [The Observer](#) (est. 1791) & [The Observer](#) Centre-left.

Compact format

- [The Independent](#) (est. 1986) / [Independent on Sunday](#) (est. 1990) -Centre-left, liberal views.
- [The Times](#) (est. 1785) -Owned by [Rupert Murdoch's News Corporation](#). Centre-Right.

Middle-market papers

- [Daily Express](#) (est. 1900) / [Sunday Express](#)
- [Daily Mail](#) (est. 1896) / [The Mail on Sunday](#) (est. 1982) — now published in the [tabloid](#) format. Very conservative.

Tabloids

- [Daily Star](#) (est. 1978) / [Daily Star Sunday](#)
- [The People](#) (est. 1881) — [The Daily Mirror](#) (est. 1903) / [Sunday Mirror](#) (est. 1915) Pro-Labour.
- [The Sun](#) (est. 1964) / [News of the World](#) (est. 1843) — owned by [News Corporation](#). Right-Wing and Populist.

Framing Practices in the Mass Media

- To frame is to select certain issues to make them more salient in order to present a particular angle that influences 'meaning making' - in this regard perception is created and readers may be influenced



Framing of Countries



BBC

'When the media transmit a message about a specific region of the world, they ultimately replace the specific values of those whom they are reporting about with the values of those to whom they are reporting. This forcing of the destination into the context of the reader present him/her with his/her own views'.
(Santos (2004:123))



Four dimensions of media dominance

- **Visibility**- The ability to control when and how news about strategic information enters the public domain
- **Legitimacy**- Having one's arguments treated as credible
- **Precedence**:- Establishing the dominant definition of the situation and commanding the agenda and terms of the debate
- **Trust** - Maintaining and if possible enhancing public trust and support

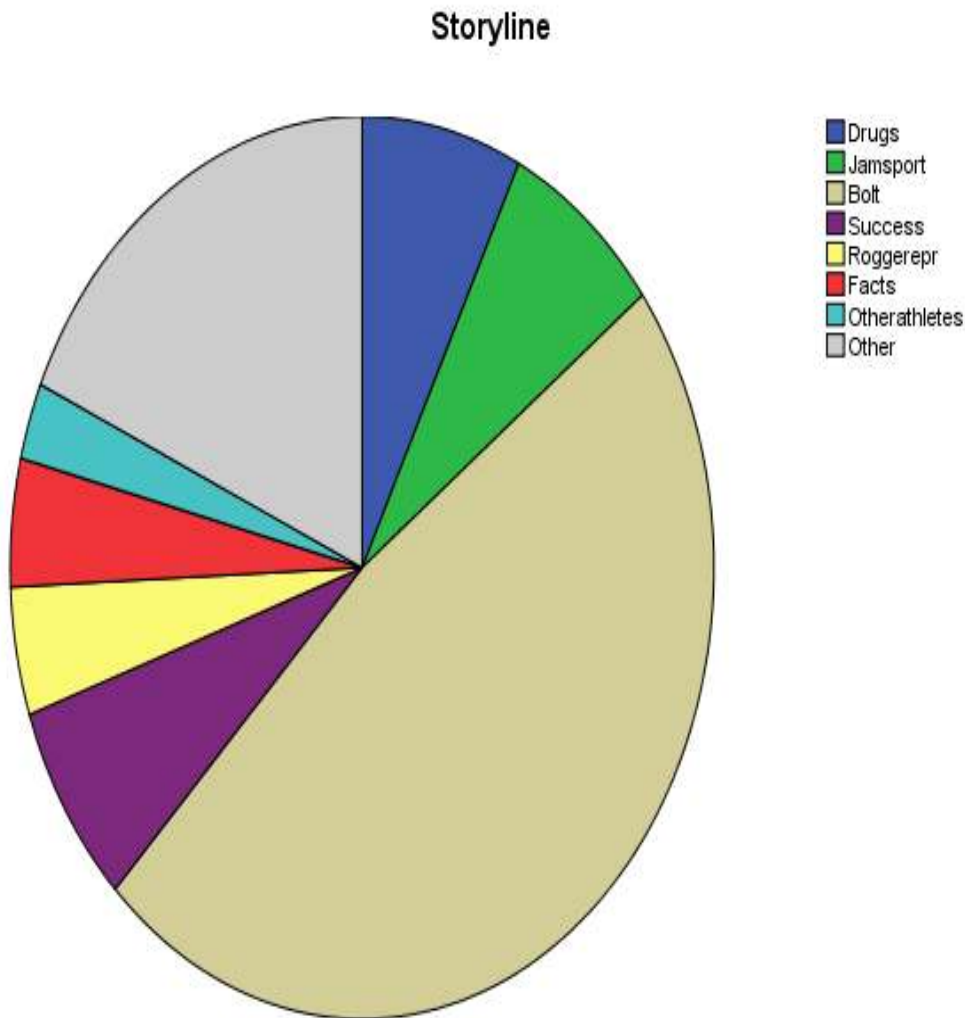


Study Method

- Archived stories in the UK National Newspapers between August 1-31 were content analysed -
- Main variables being measured to evaluate press framing of Jamaica and Usain Bolt's performance at the Beijing Olympics
 - Dominant Storyline (Framing)
 - Images of Bolt
 - First source/informant mentioned in article
 - Jamaica's Image
 - Destination mention in headline



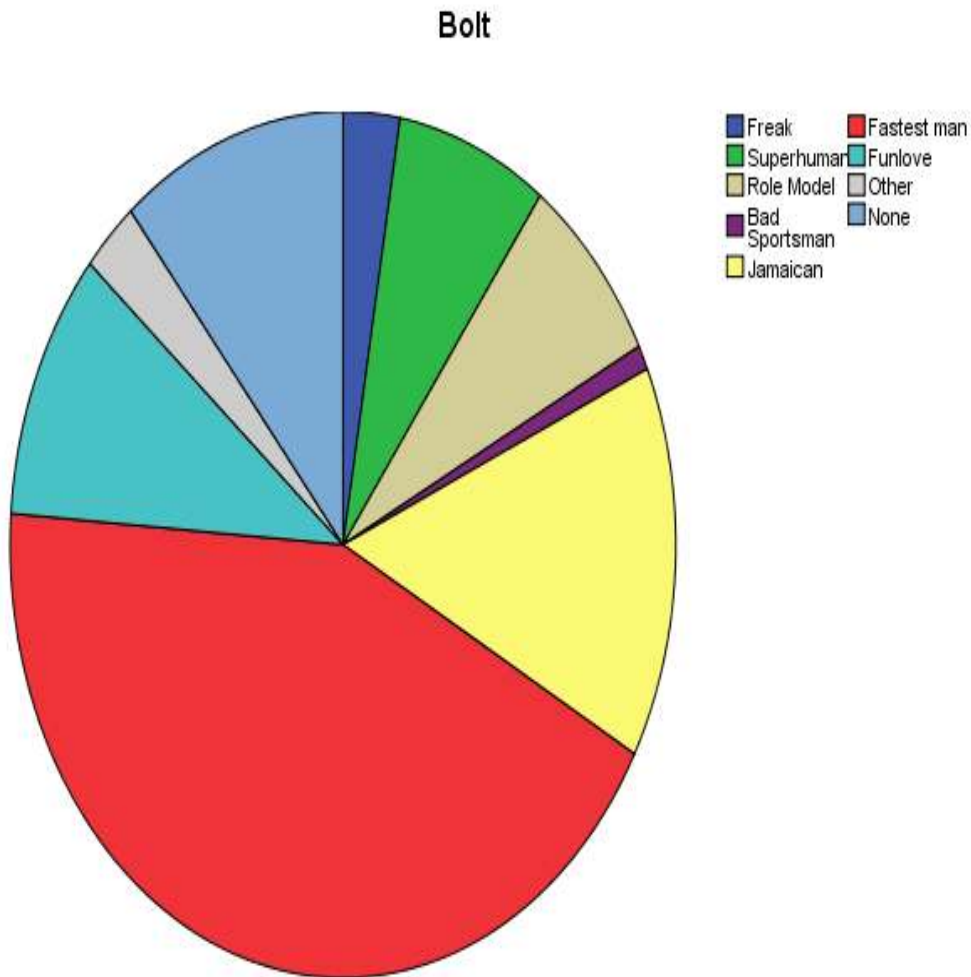
Typical Framing Approaches



	Frequency	%
Drugs	8	7.3
Jamsport	8	7.3
Bolt	52	47.7
Success	8	7.3
Rogge	5	4.6
Facts	5	4.6
Otherathletes	3	2.8
Other	20	18.3
Total	109	100.0



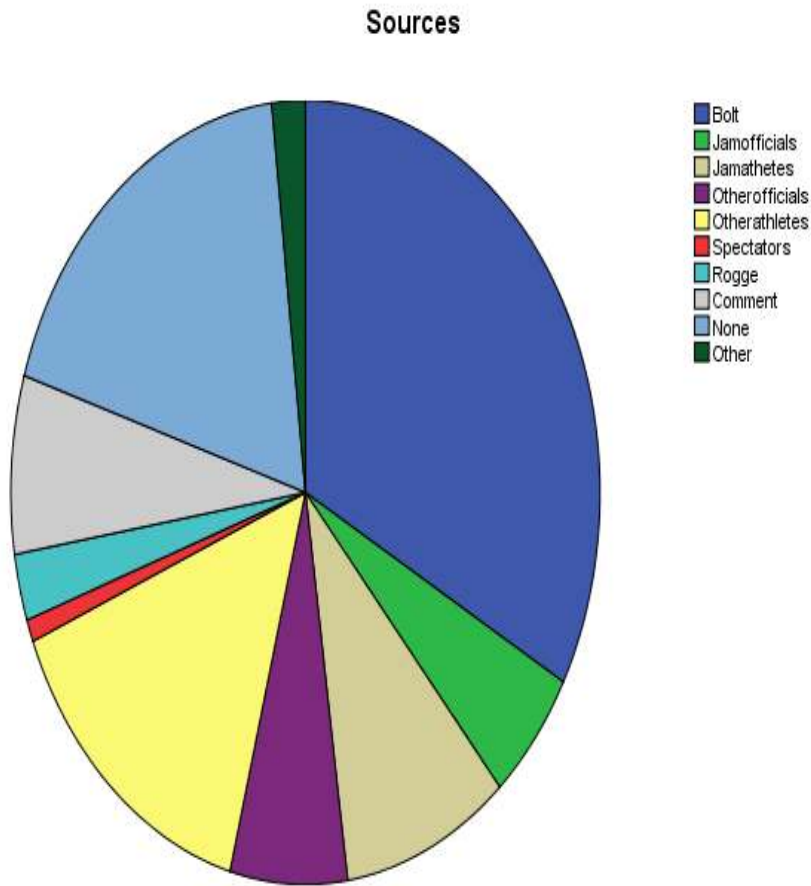
Images of Bolt



	Frequency
Freak	3
Superhuman	8
Role Model	8
Bad Sportsman	1
Jamaican	16
Fastest man	47
Funlove	11
Other	3
None	12
Total	109



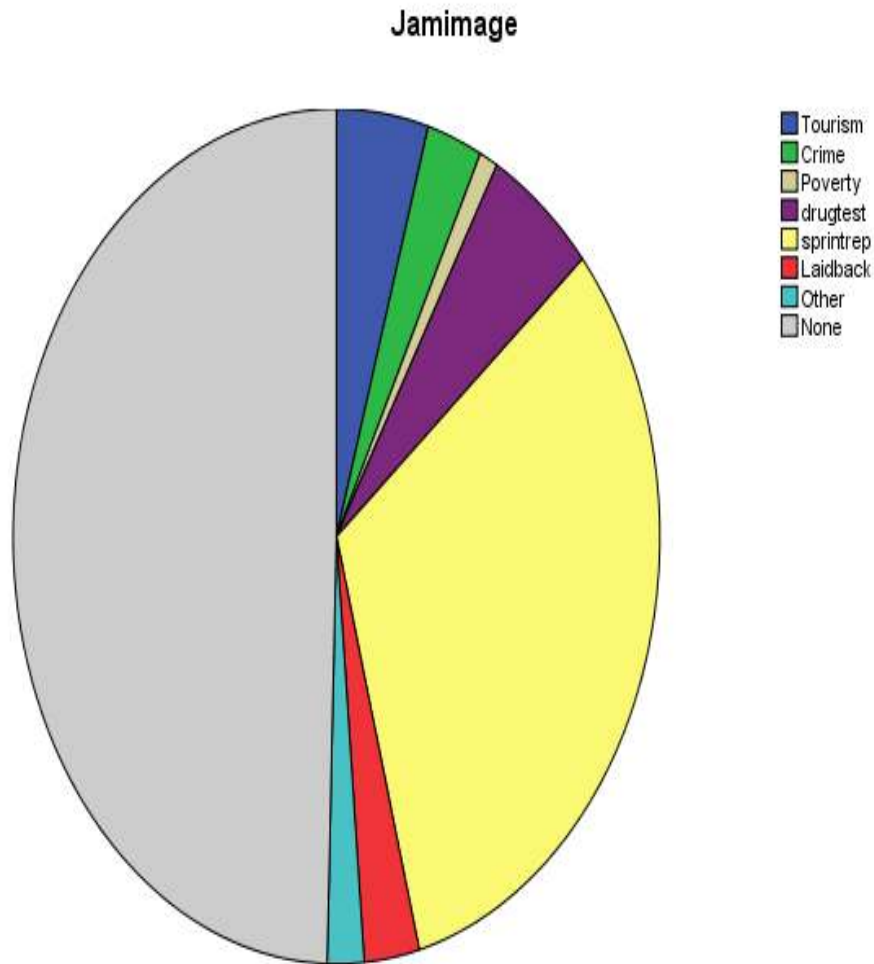
Source - Credence



	Frequency	%
Bolt	36	33.0
Jamofficials	6	5.5
Jamathetes	10	9.2
Otherofficials	7	6.4
Otherathletes	16	14.7
Spectators	1	.9
Rogge	3	2.8
Comment	8	7.3
None	20	18.3
Other	2	1.8
Total	109	100.0



Jamaica's Image



	Frequency	%
Tourism	5	4.6
Crime	3	2.8
Poverty	1	.9
Drugtest	6	5.5
Sprintrep	35	32.1
Laidback	3	2.8
Other	2	1.8
None	54	49.5
Total	109	100.0



Findings - Summary

- The UK press tended to display similar framing strategies in terms of sources, salience and images of Jamaica and Bolt.
- Stories of drugs and Jamaica's 'inefficient drug testing programme' tended to dominate pre Game stories but declined towards the end of the Games.
- Bolt and Jamaican officials, athletes dominated share of voice and were given credence in press stories
- Jamaica's touristic and negative image of crime were not featured extensively in press stories
- Bolt eclipsing Jamaica's overall performance but also reinforcing Jamaica's cultural potency

