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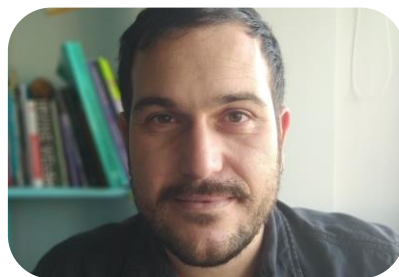


Stadium naming: between commodification and commemoration. A data mining-based analysis in France and Germany.

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Research idea



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Theoretical framework

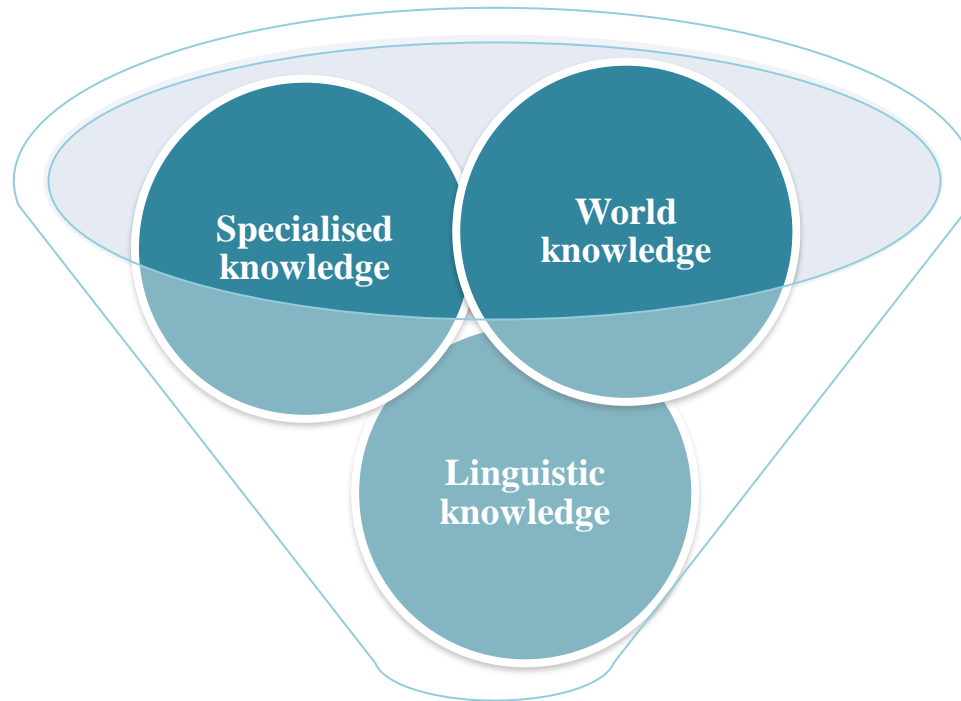
Commemorative naming

- “(...) is a very common phenomenon throughout the world. By commemorative naming I here mean the practice whereby any official name-giving body through a formal decision attributes a person’s name to a geographical feature in order to honour or commemorate him or her”. (Nystrom 2005)

(Hyper-)Commodification

- “(...) *commodification (means)* that process by which an object or social practice acquires an exchange value or market centered meaning. Commodification is (...) an ongoing one, often involving the gradual entry of market logic to the various elements that constitute the object or social practice under consideration”. (Giulianotti 2002)

Theoretical framework



Knowledge and discourse
components

State of the art



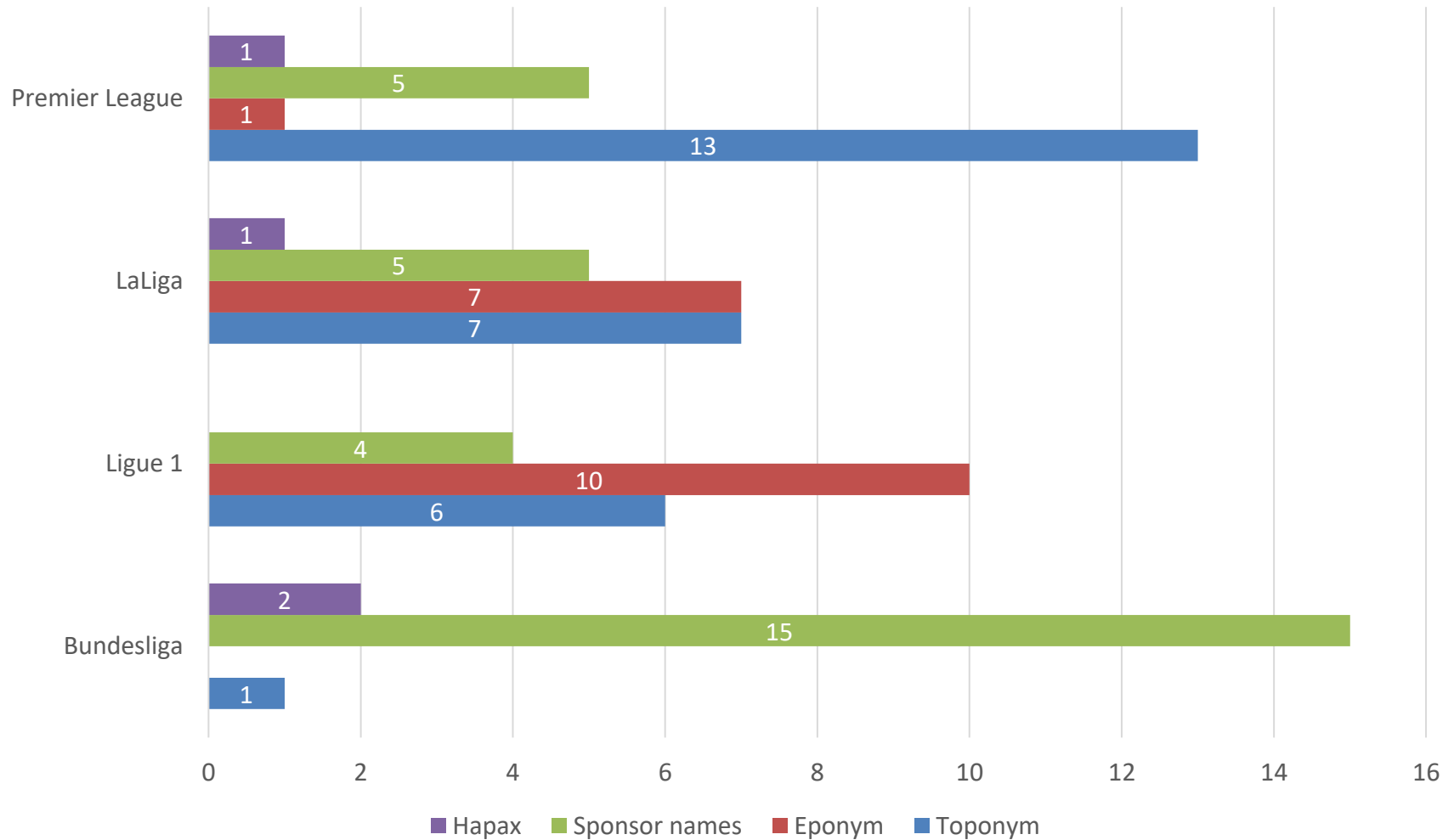
“It's a break (...) you rarely see (...), which is dedicated to the long term almost exclusively in periods of revolutionary dynamics”. (Bering, 2007)

State of the art

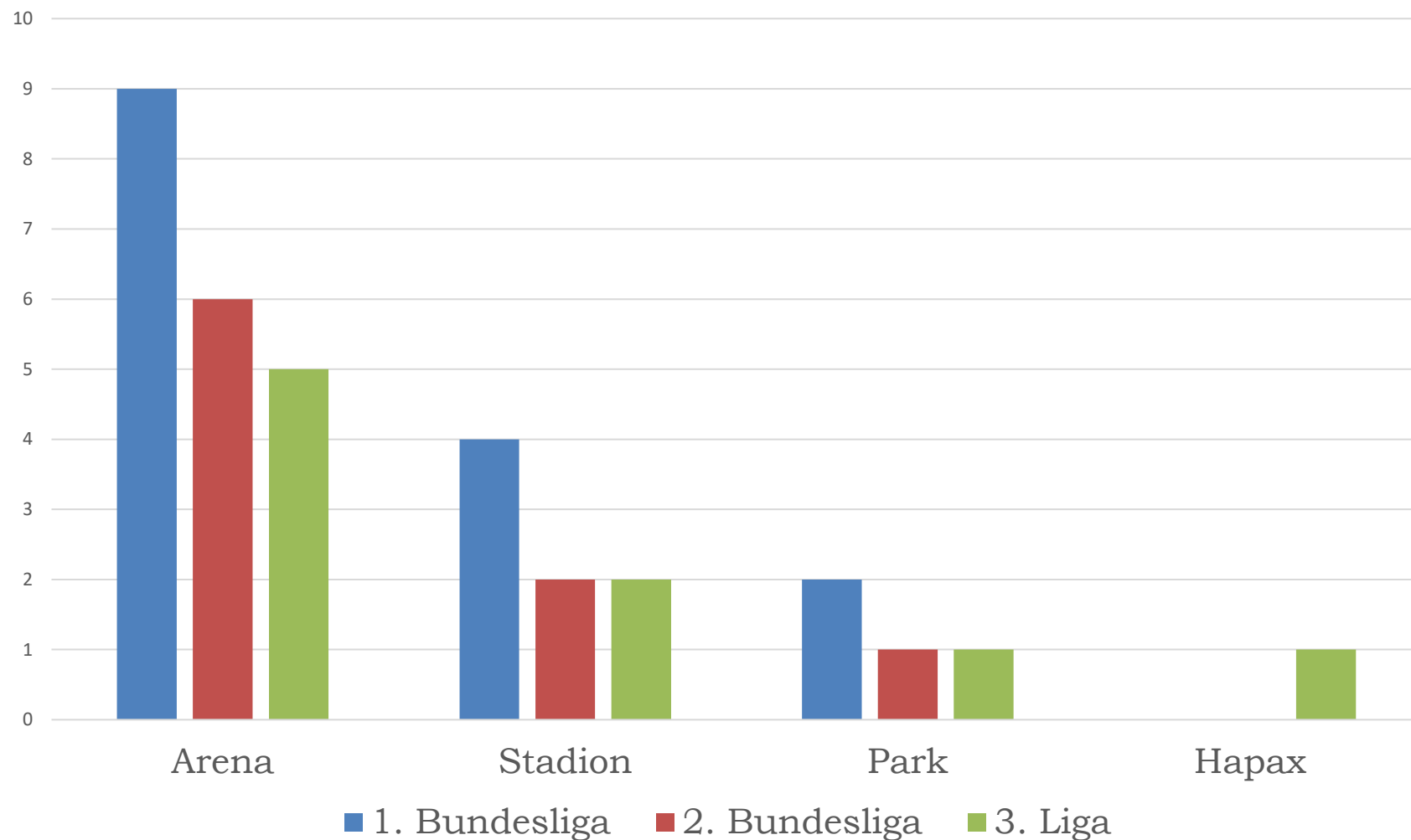


“morts pour la France”

State of the art



State of the art



Hypotheses

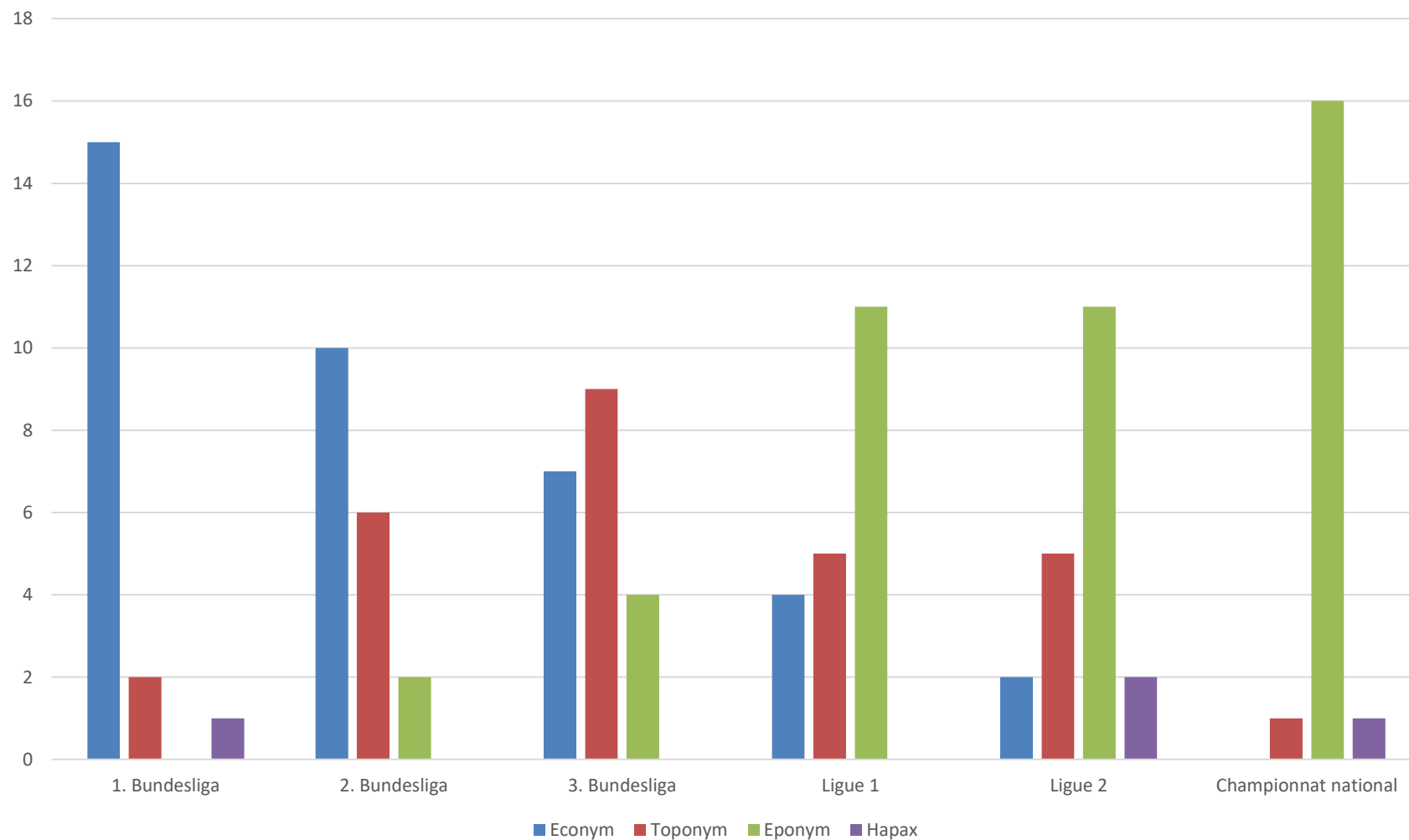
- ▶ 1st : Against the background of different national contexts, the number of eponyms as an indicator of commemorative naming practice is distributed differently from country to country.
- ▶ 2nd : In addition, the evolution of commemorative stadium names varies significantly due to national differences in the “culture” of commemoration.
- ▶ 3rd : Significant variables that influence the stability of commemorative stadium names are league affiliation, attendance capacity, year of construction, and ownership.

SIGNAL IDUNA PARK



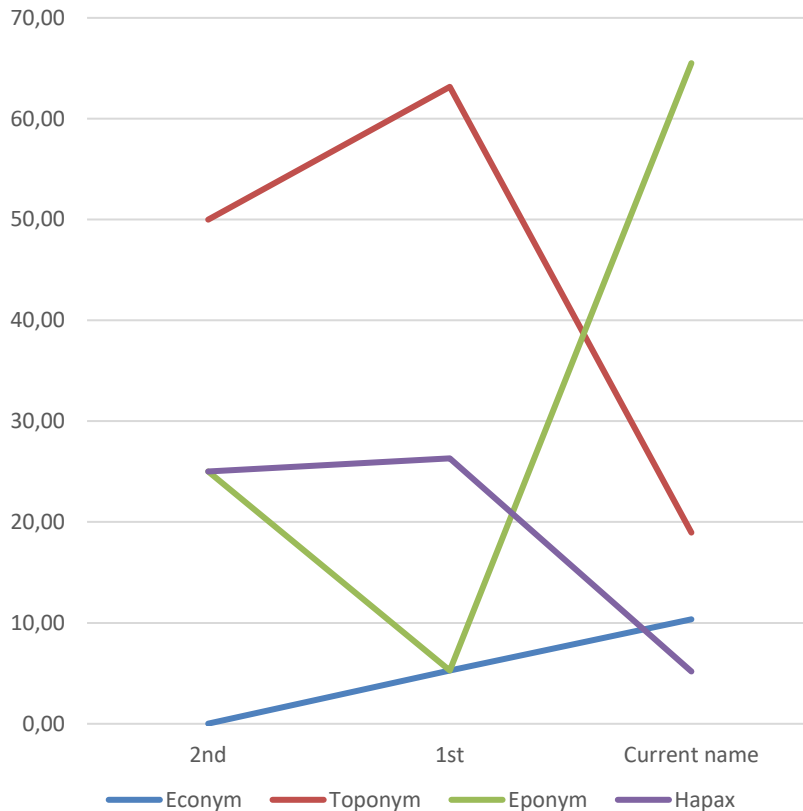
Nom du stade:	SIGNAL IDUNA PARK
Capacité totale:	81.365
	66.099 Capacité pour les matchs internationaux
Tribunes debout:	28.337
	En 28.337 Couvert
Sièges:	53.028
	En 53.028 Couvert
Loges:	18
Places en loge:	163
Date de construction:	1974
Coûts de construction:	45,00 mio. €
	(Reconstruction la plus récente : 2005)
Noms historiques du stade:	Westfalenstadion (bis 30.11.2005)

Preliminary results

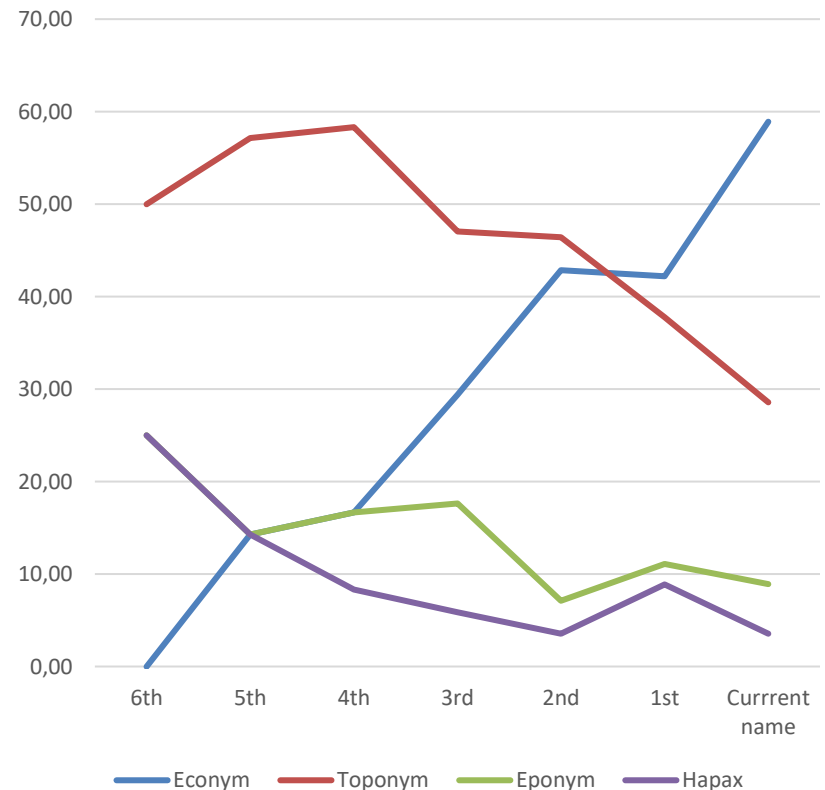


Preliminary results

Evolution of stadium names in France by linguistic category (in %)



Evolution of stadium names in Germany by linguistic category (in %)



High stability of commemorative stadium names

Process of (accelerated) commodification
(and de-commemoration)

Preliminary results

Naming	League	Capacity	Year of construction	Stadium owner
	1. BL / Ligue 1 = 19/38	< 30.000 = 16/38	< 1945 = 8/38	Club = 6/38
	2. BL / Ligue 2 = 12/38	> 30.000 < 50.000 = 13/38	> 1945 < 2000 = 9/38	Town / District = 13/38
	3. BL / Championnat national = 8/38	> 50.000 = 10/38	> 2000 = 22/38	Privat company = 20/38
In total	39 (114)	39 (114)	39 (114)	39 (114)
Pearson's χ^2	χ^2 (5) = 39.603 p = <.001	χ^2 (2) = 21.170 p = <.001	χ^2 (2) = 23.433 p = <.001	χ^2 (2) = 28.695 p = <.001
V-Cramer	= .589 p < .001	= .431 p < .001	= .457 p < .001	= .502 p < .001



Conclusion & Outlook



- ▶ 1st Hypothesis: The national context largely determines the commemorative naming practice. In France, particular importance is attached to local personalities, especially mayors and / or (war) heroes, while in Germany former toponyms are (often) pragmatically replaced by sponsor names.



- ▶ 2nd Hypothesis: The evolution of commemorative stadium names varies also largely supposedly due to national differences in the 'culture' of commemoration. While in France, eponyms of local personalities are extremely stable, in Germany alternating sponsor names for stadiums without (almost) any commemorative purpose dominate, especially in the first division.



- ▶ 3rd Hypothesis: The naming of stadia is largely influenced by league affiliation (1st, 2nd and 3rd division), attendance capacity, year of construction and ownership.
- ▶ Further research questions to explore ...
 - ▶ To what extent the institutional context matters? (public counsel)
 - ▶ To what extent supporters influence the phenomenon of commemorative naming
 - ▶ To what extent a changing social / political environment influences the phenomenon of commemorative naming (e.g. Gaston Gérard)

Questions ? Suggestions ?

Thanks for your attention

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