

Japan, Korea and the 2002 World Cup [Book Introduction]

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East Asia

Since the 1990s, professional football has truly emerged as the 'world's game'. During the 1994 World Cup Finals in the United States it became clear just how much global interest had been generated by the tournament: over 3.5 million football supporters attended the event, an estimated audience of 2 billion watched the final match between Brazil and Italy; and forty multinational corporations paid a combined USD 400 million to gain 'official product' status and guaranteed global advertising. Four years later in France, the World Cup phenomenon took another leap forward as 190 countries competed in the qualifying stages to reach the thirty-two finalist positions - the largest number ever. An aggregate television audience of nearly 40 billion spectators watched the 1998 World Cup hosted by France, and an estimated audience of 1.7 billion watched France beat the defending champions, Brazil, in the final match. Not surprisingly, the 1998 World Cup was described as the largest 'mass marketing of happiness' ever. During the hiatus between these two massive football spectacles, FIFA - the Federation Internationale de Football Association, football's world governing body - made the unprecedented decision in 1996 to allow Japan and South Korea to co-host the first Asian-based World Cup Finals in 2002.

By John Horne

In conjunction with colleagues in Japan, South Korea, and Australia, John Horne (University of Edinburgh) and Wolfram Manzenreiter (University of Vienna) have produced a volume of essays examining the emergent, residual, and dominant influences on the development of the 'global game' of football in Japan and Korea. The book, *Japan, Korea and the 2002 World Cup*, highlights research into the political, economic, social, and cultural dimensions of the 2002 World Cup. Chapters include examinations of the development of professional football in Korea and Japan, the political and diplomatic significance of the 2002 World Cup, the commercial interests involved in

the staging of the first Asian World Cup Finals, the involvement of the sports media, and the impact of the competition on the cultural identities of the consumers - especially Japanese and Korean spectators and fans - of world football.

Three main themes underpin the essays in this new collection. The first theme relates to the role of the World Cup as a forum for cultural contestation over values, meanings, and identities. Governments, commerce, and governing bodies of sport, on the one hand, and fans and other citizens groups on the other, hold alternative meanings of the event. The extent to which the 2002 World Cup is composed of power struggles between groups projecting legitimizing (dominant/hegemonic) iden-

tities, resistance (marginal) identities, and project (transformative) identities is an issue taken up by several of the contributors.

The second theme addressed by some of the authors relates to the role of sports venues and sports 'mega-events' in debates about the transformation of urban spaces and global capital accumulation in late modernity. Sports venues have sometimes been utilized by dominant commercial and state forces to articulate particular memories of the past and conceptions of the present and future, rather than a plurality of inconsistent and contested meanings. This theme asks questions about the role of private capital and state financing in the construction of sports venues. Private capital may drive the construction of

development projects based on sporting events, while the state may be left to absorb the impact of these projects, negotiate criticisms and deal with them after 'the circus' has left town. The extent to which Japan and South Korea will face similar problems after 2002 is taken up in a number of papers.

The third theme running through nearly all of the papers relates to the tensions between the social, political, and economic determinants of sport and leisure cultures in different social formations. Papers in the collection provide accounts of the spread of sport and leisure cultures to non-Western social formations, the role of sport in globalization, and the impact of globalization on sport. In varied ways, they demonstrate the need to look at the historical, cultural, and spatial specificity of power relations in understanding the social development and spread of sport. A non-Western, non-central conception of globalization - as a process and an unstable outcome in which struggles, not necessarily systemic, but between people with different interests in systems - is the focus. Globalization creates both problems and opportunities: for example, internationalization of capital flows means that resistance to economic decisions made elsewhere are more defensive and reactive rather than proactive, whereas the potential

emerged for the creation of a new politics of citizenship in civil society in those social formations previously lacking this 'third space'.

The collection offers unique inter- and multi-disciplinary studies of the social significance of the first FIFA World Cup Finals to be staged in Asia. It provides: a detailed, research-based, and critical analysis of the social background to the 2002 FIFA World Cup; an analysis of the economic and political influences on world football; an examination of the nature of football fandom in Japan and Korea; an introduction for non-specialists to the development of football in Japan and Korea; and reflections on the broader diplomatic significance of the 2002 FIFA World Cup for Korea, Japan, and the East Asia region as a whole. ◀

- Horne, John and Wolfram Manzenreiter (eds.), *Japan, Korea and the 2002 World Cup*, London: Routledge (2002), ISBN 0-4152 7562-8 (hb) 0-4152 7563-6 (pb)

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