

Andrei S. Markovits and Steven L. Hellerman, *Offside: Soccer and American Exceptionalism*. Princeton: Princeton University Press, 2001. ISBN 0-691-07446-1.

*Offside* is a book for the sports enthusiast and for those of us who constantly ponder and investigate the significance of sport within the social and political structure of the United States. The focus throughout the book is on the stagnation of soccer and how it continues to elude being defined and shaped by key sociological markers within the American sporting space. By necessity, Markovits and Hellerman rely heavily on the historical and a picture begins to emerge of a series of measure undertaken to ingrain soccer in the main culture but where it continues to remain in the subculture of the American mind.

An investigation of late nineteenth early twentieth century immigration and ethnicity reveals a clear distinction and preference of those newly arrived to become well versed in the intricacies of 'Yankee' sport be it boxing or baseball. There is little evidence to suggest that soccer was anything other than an Old World activity to be left behind. In the 1970s, Markovits and Hellerman argue that Pele's presence as part of the New York Cosmos team helped reinvigorate professional soccer in the United States. The Cosmos 'glamour team', I would argue, merely served as a showcase for an imported style of soccer and therefore was 'seen as a re-enforcement of the Old World tag and, additionally, little was gained by the 'friendly' status of their matches. It was an interlude that was not sustainable and this is reflected in the low ratings for soccer on television culminating in ABC not renewing its contract with the North American Soccer League.

Although still heavily reliant on ethnic players, the United States national team is now attracting a different breed of young player, particularly African-Americans such as Eddie Pope, Tony Sanneh and DaMarcus Beasley. Home grown talent may well have been influenced by the Pele's contribution to the game, but players such as Clint Mathis see themselves as the first of a new breed of *bona fide*, US born and reared soccer stars, who nevertheless look to the English Premier League as a place where forwards thrive. In many ways *Offside* continues the theme of optimism prevalent in the US regarding the future of soccer and this enthusiasm makes this book both informative and scholarly. The current theory that soccer was beaten down by Harvard University, the dominant power in nineteenth century sport, and that it was crowded out of cities and so never developed a working-class base, seems a persuasively easy explanation. The fact that later on it fit so poorly into television's advertising regime is also compelling, but what could have been developed further by Markovits and Hellerman are the notions of the continuing feminisation of the sport and that the US has never really got the hang of competing on an international level. As a remnant of the World Cup, Major League Soccer is still going strong, but has recently had to drop two

teams. When looking at the overall picture, the four most popular sports (baseball, American football, basketball and ice hockey) are club games. These are followed by individual games like tennis and golf and although soccer continues to grow at a local level, it is perhaps indicative of its status when many of the games shown on cable have commentary in Spanish. Despite these minor criticisms, this is a book that comes highly recommended to all those interested in American society and sport.

Sue Donnelly  
University College Northampton

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

After the incredible hype preceding the World Cup, there has been a remarkable amnesia in Britain about the whole event. Except for debates about Junichi Inamoto of Fulham's decent form, and doubts over David Seaman's international career, it is hard to see how the World Cup has been remembered beyond the worn out word-play of 'Rising Son' that still exposes the ignorant exoticism of some football writers. The stereotyped impressions of this cadre of journalists may have been challenged by a reading of *Japan, Korea and the 2002 World Cup* (though one suspects knowledge is not always enough to overcome prejudice).

Published prior to the tournament, this volume by Horne and Manzenreiter is probably the only scholarly effort to figure out the historical, cultural, economic and political contexts and implications of the World Cup. It is a big volume, with thirteen chapters by fifteen contributors. Their contributions are divided into four thematic parts: Politics, Football and Football Politics; Football in Korean and Japan; State, Civil Society and Popular Resistance in Football; and The 2002 World Cup as Sports Mega-event and Sports Media event. The topics are diverse, they indeed sometimes appear too wide-ranging to be forged in one collection of essays. This minor fault, however, should not detract from appreciating the book as the first collective attempt to bring to map the football environment of the 'Far East' for an English-speaking audience.

I do not mean that a native language, whether Korean or Japanese, should be the best medium through which to research and communicate on cultural changes in the region. I had a fear, nevertheless, that this first substantial English language account of the development of football in Korea and Japan might have conspired with the conventional schemata of western anthropology. By this I mean the problematic representation of 'other cultures' in which the hierarchical positionality of the advanced western observer and the