

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.

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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

observed in Asia merely leads to the reification of the 'Other'. I imagined a potential privileging of the 'Western' voice through this editorial process; that the unconditional superiority of the advanced football world would not be challenged; that the editors happened to find it worth, at least in 2002, paying temporal attention to what is going on in Korea and Japan, and had kindly provided the writers in the region with a chance to take part in a project designed by the pedantic desire of European academics. Fortunately, the editors, Horne and Manzenreiter, seem to be aware of this patronising tendency that some Western academics have shown in the past and have thus erased my scepticism on this particular issue.

The editorial principle has been to incorporate diverse approaches and to avoid presenting the 'mega-event' simply in terms of a pre-empted, unitary objective of introducing the unknown (to some western readers). From the FIFA macro-politics in the bidding process, to the ontology of local volunteers for the tournament, the themes are suitably broad. It would be wrong to criticise the editors by arguing that due to this valuable diversity the book fails to supply a deeper understanding of each topic. Each contribution has its own specific, well-elaborated agenda. There is, however, an overall thematic structure that refers the reader back to the postcolonial inter-play between Korea and Japan, which is both local and global in scope.

Although some might have been preoccupied with the idea of football as a vehicle of nationalism, we can no longer hold a view of nationalism as the principle of unfriendly patriotism and exclusive racism once we witnessed fantastic achievement of Korean players and the modestly successful campaign of Japanese team. The mass spectacle in Seoul generated 'carnavalesque' that had never seen before. The colourful street parties in Tokyo have shown the possibility of cultural re-mix. Yet we still need to maintain the critical stance towards the re-birth of 'nation', the simple emotional heroism and the appreciation of unconditional 'unity'. After all, have both Korean and Japanese society experienced any fundamental change due the World Cup? The book is certainly the basic intellectual source for the further investigation into the outcomes and legacies of this fantastic event.

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