

An in-depth discussion and analysis of the broader role of advertising in the contemporary media sport landscape would have strengthened *MediaSport* and *Sport, Culture and the Media*. The two works discuss certain aspects relating to advertising as a critical feature in the 'media sports cultural complex', but this area requires more substantial analysis. Nonetheless, both works provide a timely and much needed assessment of the heightened fusion of sport, culture, and the media.

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### **Soccer in the Twenty-First Century**

Gerry Finn and Richard Giulianotti (eds), *Football Culture: Local Contests, Global Visions*. London, Frank Cass, 2000. pp x + 306. Notes, bibliography, index, US\$26.50.

Jon Garland, Dominic Malcolm and Michael Rowe (eds), *The Future of Football, Challenges for the Twenty-First Century*. London, Frank Cass, 2000. Pp xiv + 238. Notes, bibliography, index, US\$24.50.

Garry Robson, *'No One Likes Us, We Don't Care', The Myth and Reality of Millwall Fandom*, Oxford, Berg, 2000. pp xi + 203. Notes, bibliography, index, •14.99.

Football faces many challenges as it adjusts to 'industry' demands in the new millennium. Faster-paced matches require more athletic players, the proliferation of digital television stations demand more fixtures, while new transfer systems and passport irregularities bankroll international legal conglomerates. At this juncture in the game's development, many scholars postulate on how 'planet football' will adjust to such demands. The three works reviewed here tackle this issue in diverse ways. In so doing they variously predict downfalls and successes.

In *Football Culture: Local Contests, Global Visions*, Finn and Giulianotti present ten essays that discuss and analyse the development of traditional and contemporary football fan cultures. The impact of football on national and local identities in 'traditional' football countries such as Uruguay, Argentina, Scotland and Italy, is considered alongside emerging football cultures in Australia, the USA and Japan. It concludes with an epilogue that explores different ways in which these old and new frontiers may merge in co-operation or diverge in conflict.

*The Future of Football* adopts a multi-disciplinary approach to discussing current and future issues. Garland, Malcolm and Rowe assemble the contributions into five sections: Football Economics and Law, Football Politics, Football and its Communities, Football Crowds and Policing, and Football Players and Referees. Each section comprises three essays. The

aim is 'to represent as many of those directly involved in the game as possible', and consequently authors are drawn from cultural studies, economics, geography, law, politics and sociology (p. 1).

Garry Robson explains in the introduction to *'No One Likes Us, We Don't Care'*, that he is 'a Millwall fan writing a sociology book about Millwall fans' (p. 12). He takes a highly theoretical approach to analysing football, masculinity, and working-class culture in order to explain 'Millwallism', his term for the peculiar fan culture at Millwall. Despite the fact that Robson adopts the narrowest approach of the three books under review, all analyse fan culture and identity to some degree.

*'No One Likes Us'* is a sociology text. Robson is emphatic that Millwallism is directly linked to the socio-economic and socio-political history of south-east London, drawing heavily on Bourdieu's concept of *habitus*. Part I demonstrates that so-called hooligan behaviour has long been an aspect of English football fan culture, and especially prevalent in media reports of fan activity. Robson believes Millwall supporters have been unfairly stigmatised and mythologised as archetypal hooligans. He devotes Part I to explaining their behaviour as manifestations of cultural capital gained in various south-east London milieux.

In Part II Robson draws on correspondence to Millwall fanzines and personal interviews to analyse the experiences and expressions of fans. He presents a detailed, and at times intimate, discussion of Millwall fandom, linking supporters' actions to their area, background, playing heroes, and solidarity in adversity. Central to this is the fans' articulation of *'being Millwall'*, a 'dynamic and experiential process of symbolization as opposed, for the most part, to an adherence to a set of external, disembodied symbols'. Instead of accepting or participating in a 'fan' ritual, Millwall fans appropriate and embody 'Millwallism' through ritualised 'carnavalesque' transgression. The final chapter brings all these aspects together with descriptive analyses of fan activity at several Millwall matches, explaining and rationalising their behaviour as part of a ritualised Millwall *pageant*, 'an invariable and dramatic enactment of expressively stable historical tableaux' (p. 180).

Co-edited with Gerry Finn, *Football Culture* carries the hallmarks of previous Giulianotti collections, *Entering the Field* and *Football Cultures and Identifies*. Diverse contributions cover most regions, with perspectives ranging from pure sociology to history. Giulianotti's own chapter, 'Built by the Two Varelas', reaches the high standard I have come to expect from him. An interesting social history, the chapter demonstrates a correlation between the fortunes of the Uruguayan nation and the performances of its national football team. In 'Football and Fatherland', Alabarces and Rodriguez offer another dimension of South America; they discuss sport's role in fostering Argentinian identity in the context of the 'Maradona saga' and the increasing globalisation of football. Also of note is Finn's chapter 'Scottish Myopia and Global Prejudices', In this examination of sectarian violence in Glasgow, Finn presents convincing evidence of anti-Irish racism, as opposed to anti-Catholic attitudes.

Not all the chapters are engrossing. Vidacs' 'Football in Cameroon' is a neatly-structured academic piece but does not add significantly to the wider understanding of football's impact on identity in Africa. Vidacs discussed identity in Cameroon in the 1997 volume *Entering the Field* and I had hoped that this version would extend his earlier analysis. Similarly, Hughson's chapter, 'A Tale of Two Tribes', about fandom in Australia, left me wanting more. His stimulating comparison of the socially acceptable 'Boys From the Shed' (Perth Glory) and the less acceptable Bad Blue Boys (Sydney United, formerly Sydney Croatia) is frustratingly short. Hughson does, however, present a sophisticated theoretical discussion of tribal fan culture in this chapter and perhaps we shall see the comparative case study expanded in a forthcoming text.

*The Future of Football* is a timely, interesting, and thought-provoking collection. It effectively covers a wide range of contemporary issues in an impressive and well-organised manner. In 'European Law and Football', Ken Foster gives a clear explanation of the impact of European trade and employment law on the football industry, with particular attention to player transfers and broadcasting. 'Democracy and Fandom', Brian Lomax's chapter on the Northampton Town Supporters Trust, examines the interactions between fans and their local club and community; detailed and insightful, it is especially instructive in respect to anti-racism campaigns and improving stadium facilities.

The three chapters in Part 4, 'Football Crowds and Policing', are a welcome step forward from academia's 'hooligan' obsession of the last twenty years. Garland and Rowe's contribution, 'The Hooligan's Fear of the Penalty', considers the realities of contemporary English football crowds, examining disorganised hooliganism and the ways in which authorities have moved to 'sanitize' football stadia and rid games of their atmosphere of nervous anticipation.

One chapter detracts from an otherwise excellent book: Tomlinson's 'FIFA and the Men Who Made It'. The chapter is dated and serves up excessive quantities of anti-Havelange rhetoric readily found in volumes such as *FIFA and the Contest for World Football* and *How They Stole The Game*. In taking this stance Tomlinson misses the opportunity to speculate on how the game's ruling body might tackle the post-Havelange era.

Each of these books approaches the changing face of football in a different way. *Football Culture* works geographically, *The Future of Football* considers five key subject areas, while '*No One Likes Us*' traces the discontinuities and continuities in a single fan culture. *Football Culture* has some strong chapters, but others are less appealing. It adds to the widening range of football studies literature, and is consistent with previous Giulianotti collections. With one exception, *The Future of Football* is a top quality collection. It is diverse but readable, and will appeal to academics and football fans. It maintains a focus on football above all else, with relevant and original analyses. '*No One Likes Us*' is definitely one for scholars. Robson displays a firm grasp of theory, but his repeated use of complex jargon detracts from the

book's readability. For example, "Football" is a set of practices within which implicitly counter-hegemonic and sovereign masculine identities may be lived and articulated in embodied demonstrations of social competence, grace and excellence' (p. 5). Such sentences need careful attention, and several readings, in order to glean the insight.

When considered in concert, these three books raise interesting points about football in the twenty-first century. One example is racism in football and fandom. A noticeable trend across these works is an academic quest to explain and qualify racist attitudes in the football world, almost to the point of justification. Such are the discussions of working class culture and carnivalesque fandom employed by Robson, and Armstrong and Young in *Football Culture*, that some readers might think that racism is a valid aspect of 'supporting the team'. Interestingly, this viewpoint appears in sharp contrast to 'Racism in Football: A Victim's Perspective', Richie Moran's chapter in *The Future of Football*. Here Moran demonstrates the ugly effects of racism. One would hope for more Moran-type research.

Overall, these works were good reading with the style and content of *The Future of Football* especially attractive. The challenge for academics and publishers in the future is originality and re-examination, rather than the reconstitution and repackaging of previously produced material.

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