

DAUNCEY, HUGH, AND GEOFF HARE, EDs. *France and the 1998 World Cup: The National Impact of a World Sporting Event*. London: Frank Cass, 1999. Pp. 232. \$49.50 cb, \$22.50 pb.

Analysis of the effects of a great sports event occurs fairly frequently today. Sociologists, economists, and historians involve themselves regularly with the impact of the Olympic Games and other large scale events on the local, national, or international development of all that can possibly be associated, directly or indirectly, with the sporting spectacle: sport activities, internal and external politics, tourism, sport equipment, facilities, and other issues all garner substantial attention. The 1998 World Cup held in France inevitably attracted such analysis. Hugh Dauncey and Geoff Hare accepted the challenge “to examine the effects on the host nation of the major economic, political, cultural and sporting dimensions of this global sports event.”

Ordinarily, scholars would wait somewhat longer after the final before attempting this kind of cultural analysis. This would have allowed appreciation of the process of the inevitable adaptations to the event in the short, medium, and long term. The reflections presented in this piece of work were initially published in December 1998 in a special issue of *Culture, Sport and Society*, only six months after the World Cup, making it difficult and very risky to interpret the real impact. In fact, the authors have favored another, safer approach, laying the emphasis essentially on the preparation phase rather than on the event itself.

First, it is important to state that the result is not always what was expected. The text often swings between research and popularization, between interpretation and simple description. The promised analysis is also a long time in coming: one must wait for about one hundred pages—almost half the book—for a chapter that at last, after several slants on the history and identity of French football, begins to examine closely “the effect of the World Cup.” Second, an analysis of the notion of “national impact” would have allowed for better structuring of the analysis and better definition of the practices, representations, and decisions influenced by the sporting event.

The analysis is largely guided by the origin of the ten authors who are all, with few exceptions, specialists in French Studies, not sport sociologists or sport historians. The positioning of the 1998 World Cup in the French economic and political context certainly benefits from this. It is not always certain, however, that the social and cultural impact, to take only one example, has really been taken into consideration. Resorting, almost exclusively, to an analysis of the French press for material is, without doubt, also open to criticism. The book also makes poor use of existing work on the history of sport in France. Thus, in their general introduction, Dauncey and Hare indicate that the research on the social significance of sport in France began with Eugene Weber in 1970, followed by Richard Holt in 1981. Without questioning the quality of these works, it is nevertheless distressing to note that Dauncey and Hare seem to completely ignore the hundreds of texts and articles published on the subject in the past twenty years. Referring to these materials would have prevented them from, notably, stating from the first page that the 1968 Winter Olympics took

place in Chamonix, and not in Grenoble; that the Gerland stadium (100) dates from 1920, when it was inaugurated in 1913; or, less anecdotally, that the Winter Games of 1924 or the World Cup of 1938 have been the opportunity to launch a policy for "grands travaux" (major projects of national prestige in France), an inaccurate assertion. Concerning French football in particular, one waited in vain for at least a mention of the works Wahl, Bromberger, Prudhomme, Barrault, Charroin, or Lanfranchi, similar to the failing in the composite text on the history of French football compiled by Ian Pickup.

The ten chapters that make up the text are of varying value. The short chapter by Pierre Bourdieu on the relationship among the state, the economy, and sport is valuable, but it does not teach us much about the World Cup. The well-documented chapter by John Marks on "The French National Team and National Identity" is probably the most stimulating. It shows the latent anxiety in French public opinion about the actual level of national football and shows that the French identify less with the team than with the supposed "national style of play." Patrick Mignon, in a chapter inappropriately titled "Fans and Heroes," at last calls to mind one of the specific features of French football: the historical linkage to medium-sized towns and comparatively blurred social profile. James Eastham's "Organisation of French Football Today" presents the manner in which France, where sport has the statute of a public service, has for several years accommodated the form taken by the football business, the globalization that has permeated it, and even the application of the Bosman Ruling (which made Europe a free market for the transfer of professional players). This material links to Geoff Hare's chapter on the economics of the World Cup 1998, which picks up in particular on the conflict between the globalized system of finance and the traditional values of sport conveyed in France by the state, the organizing committee, and the national football federation. Hugh Dauncey discusses the balance between the social politics of planning and financial viability in the choice of the ten sites to host the World Cup matches. Claude Journès recalls the measures taken to prevent terrorism, hooliganism, and crime in general. In a sound study on the impact of the World Cup in and on the French press, Lucy McKeener concludes that there was a short-lived, but great, effect. Finally, in "33 Days of Celebration," Hugh Dauncey and Geoff Hare present a diary of the World Cup recalling what, for them, was of interest. Without doubt such a description has the merit of immersing us in the atmosphere of the moment. In neglecting to specify their frame of reference and the reasons they selected this or that incident from the information available, however, the authors fail to separate themselves from the anecdotal: why are Zidane's red card or the absence of problems surrounding the Iran-USA match any more important than the Air France strike?

The aim of this collective work was to show that the organization of the World Cup in 1998 is a good reflection of the contradictions and conflicts that exist throughout France. The opposition between public services and commercial market forces, which are particularly relevant to understanding football, are undeniably the best analyzed, the risk of a "nationalisation of losses and privatisation of profits" (142) being, for example, particularly well described. But where, in all honesty, are the promised discussions on the role of the World Cup as a factor in the rediscovery of national unity? One simply must regret

that the ambitious objectives initially set by the authors produce as many frustrations as satisfactions for the reader.

—THIERRY TERRET  
*University of Lyon*  
(translated by Win Hayes)

---

JOSE, COLIN. *American Soccer Leap, 1921-31: The Golden Years of American Soccer*. Lanham, MD: Scarecrow Press, 1998. Pp. x + 544. Illustrated. Index, appendices. \$70.00 cb.

To date the American Soccer League (ASL) has held a rather enigmatic place in the history of soccer. We have known for some time that it was significant—both as a forerunner of later professional leagues like the NASL and an early example of the international migration of athletic talent—but knew relatively little about its own history and structure. The outline was clear, but the details needed filling in. Colin Jose's book does this job admirably.

Like his earlier work, this is essentially a statistical account of the competition, but Jose provides a much broader context for the data by including short essays on the ASL's overall history and yearly accounts of its progress. He has gleaned some important information on the eventual failure of the league, explained by the perennial problem of internal conflict with the more amateur-inclined national association along with the economic impact of the 1929 stock market crash. However, the reasons behind the ASL's fairly rapid rise from small beginnings into "a league of international renown" (9) are less clear. Why were certain businessmen suddenly prepared to invest unprecedented sums of money in soccer clubs? Were they motivated by the prospect of financial gain, prestige, social control, or some combination of these factors?

The most fascinating feature of the ASL was its attempt to import foreign professionals in large numbers, a policy which brought it into conflict with clubs and national associations in Europe and even threatened the United States' membership in FIFA, the world governing body. As such, the history of the ASL is part of a wider story of footballers as labor migrants. Jose is clearly aware of this international dimension, even including a short two-page section called "The American Menace" on Scotland's reaction to the loss of players. Indeed, he has unearthed some tantalizing details about the offers made to European players and the European attitude towards American soccer that should provide a basis for further analysis. However, although Jose has utilized some European sources and consulted with historians and statisticians across the Atlantic, an academic study of the ASL's importation policy would need to consider its effect on both donor and recipient countries in more depth.

Jose's statistical record of the ASL, drawn mainly from the patchy coverage of local newspapers, can hardly be faulted. He has pieced together every fixture, goal scorer and appearance in the league schedule as well as documenting other important competitions of the period as they affected ASL teams, particularly the United States Open Cup, the International League of 1926, and North American tours by foreign clubs. Most impressive of all are the Player Register and Biography sections, which will undoubtedly come to