

Contents

<i>List of illustrations</i>	ix
<i>List of contributors</i>	xi
<i>Preface</i>	xv

1	Global governance in world sport and the 2002 World Cup Korea/Japan	1
----------	--	----------

WOLFRAM MANZENREITER AND JOHN HORNE

Introduction – A World Cup of superlatives – The periphery on centre stage – Dealing with football – The politics of football – Uniting the nations, unifying the nation: the work of ideologies – Whose people's game? – Conclusion – References

PART I

Politics, football and football politics	27
---	-----------

2	Things more important than football? Japan, Korea and the 2002 World Cup	29
----------	---	-----------

GAVAN McCORMACK

Introduction – War and memory – Struggling to become 'normal' – Money – Conclusion – References

3	Getting the Games: Japan, South Korea and the co-hosted World Cup	43
----------	--	-----------

OLIVER BUTLER

Introduction – Global games and the regional ambitions – FIFA's own power struggles – Pressure from the past – Competitive hosting for the good of the games – Beyond football: the future of Japanese–Korean relations – References

4	International power struggles in the governance of world football: the 2002 and 2006 World Cup bidding wars	56
	JOHN SUGDEN AND ALAN TOMLINSON	
	<i>Introduction: staging international sporting events – Japan versus Korea – The race for 2006 – Conclusion – References</i>	
	PART II	
	Football in Korea and Japan	71
5	The development of football in Korea	73
	LEE JONG-YOUNG	
	<i>Introduction – The development of modern sport in Korea – The early development of football in Korea – The K-League and soccer in Korea – Korean star players and coaches, supporters and the national team – Conclusion – References</i>	
6	The development of football in Japan	89
	JOHN HORNE WITH DEREK BLEAKLEY	
	<i>Introduction – Football in Japan: before the Pacific War – Football in Japan: after the Pacific War – The rise of the Japan Professional Football League (J. League) – Aspects of contemporary Japanese football culture – Conclusion – References</i>	
7	Korean football at the crossroads: a view from inside	106
	LEONID A. PETROV	
	<i>Introduction: Korean football between Asia and Europe – Russian coach and Korean players – Korean Cup Ramen – The best Asian team – Whither the World Cup? – References</i>	
8	Japan in the world of football	121
	JOHN HORNE WITH DEREK BLEAKLEY	
	<i>Introduction: Japan in the football world before 1945 – Japan in the football world: 1950s–1990s – Japanese football: internationalism at home and abroad – Tragedies and miracles: supporting the Japanese national team – Conclusion – References</i>	

PART III

State, civil society and popular resistance in football 131**9 Japanese soccer fans: following the local and the national team 133**

SHIMIZU SATOSHI

Introduction – Japan's 'Man. United' – Violence and representation by Urawa Reds supporters – Making sense of soccer supporting, and the Match Day Program – On the Withered Lawn – Allez Japon! Japanese soccer supporters abroad – Ultra Nippon: travelling with the national team – Moment of resistance? – Alternative choices – Conclusion – References

10 Another kick-off: the 2002 World Cup and soccer voluntary groups as a new social movement 147

YAMASHITA TAKAYUKI AND SAKA NATSUKO

Introduction – Voluntary activities as a new social movement – The traditional Japanese social system of sport and soccer voluntary groups – The emergence of soccer voluntary groups – The present state of soccer voluntary groups – Starting soccer from barren land: the case of the 2002 World Cup venue cities, Niigata and Oita – Conclusion – References

11 The political economy of the World Cup in South Korea 162

AHN MIN-SEOK

Introduction – Theoretical discussion – State and society in Korea – The World Cup and the state – The World Cup and civil society – Conclusion – References

PART IV

The 2002 World Cup as sports mega-event and sports media event 175**12 Building mega-events: critical reflections on the 2002 World Cup infrastructure 177**

NOGAWA HARUO AND MAMIYA TOSHIO

Introduction: the World Cup is coming to town! – World Cup Fever I: the race to become an official World Cup venue – Let's spend the public money together! The World Cup as a

*'growth machine' – Soccer stadium debates – World Cup
Fever II: the race to become an official World Cup training
site – Back to reality: facing the financial trauma – A
rehearsal and post-World Cup usage: the future of soccer
stadia in Japan and Korea – References – Internet sources*

13 The World Cup and television football 195

JOHN HORNE AND WOLFRAM MANZENREITER

*Introduction – Constructing the game – Audience reception –
Content – The Internet and the World Cup – Conclusion –
References*

Index 213

List of Illustrations

Figures

12.1	Brand new construction or renovation of soccer stadia in Japan (between 1977 and 2001)	182
------	--	-----

Tables

0.1	Exchange rates	xvi
6.1	The Japan Soccer League (JSL) Champions, 1965–92	93
6.2	J.League Division teams 1993–2001	96
6.3	J.League Division Two (J2) teams in 2001	98
7.1	South Korea national football team playing and training schedule, 1994–95	114
10.1	Occupational background of ‘Salon 2002’ members, 2000	155
12.1	World Cup venues in Japan and Korea	180
12.2	Average attendance of home or would-be home professional J.League teams (Japan, 2000)	185
13.1	J.League club team average income distribution (million yen)	203