Record Nr. UNINA9910786180303321 Japan, Korea and the 2002 World Cup / / edited by John Horne and **Titolo** Wolfram Manzenreiter Pubbl/distr/stampa London;; New York:,: Routledge,, 2002 **ISBN** 1-135-14021-9 1-283-96230-6 0-203-60337-0 1-135-14013-8 Descrizione fisica 1 online resource (241 p.) 76.14 Classificazione Altri autori (Persone) HorneJohn <1955-> ManzenreiterWolfram Disciplina 796.334/668/09519 Soggetti Soccer - Japan Soccer - Korea Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di bibliografia Includes bibliographical references at the end of each chapters and index. Nota di contenuto Cover; Japan, Korea and the 2002 World Cup; Copyright; Contents; List of Illustrations; Contributors; Preface; 1. Global governance in world sport and the 2002 World Cup Korea/Japan; 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; 2. Things more important than football?; Introduction; War and memory; Struggling to become 'normal': Money: Conclusion: References 3. Getting the gamesIntroduction; Global games and 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; Introduction: staging international sporting events; Japan versus Korea; The race for 2006; Conclusion; References; Part II. Football in Korea and Japan; 5. The development of football in Korea; Introduction; The development of

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Sommario/riassunto

The football World Cup is unquestionably the biggest sporting event in the world. This fascinating collection of papers examines the background to the 2002 World Cup Finals, held in Korea and Japan, and explores the event's profound social, cultural, political and economic significance. The book offers important insight into topics such as:* the development of professional football in Korea and Japan* the political and diplomatic significance of the first co-hosted World Cup* FIFA and the 'back stage' dealing behind the World Cup* football as a global culture and it