



Globalization and Sport: Playing the World

Toby Miller, Geoffrey A Lawrence, Jim McKay, David Rowe

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Sport is the most universal feature of popular culture. It crosses language barriers and slices through national boundaries, attracting both spectators and participants, to a common *lingua franca* of passions, obsessions and desires.

This book brings to light the connections between sport and culture. It argues that although sport is obviously a source of pleasure, it is also part of the government of everyday life. The creation of a sporting calendar, movements of rational recreation and the development of physical education in the public sector, are read as ways of disciplining and shaping urban-industrial populations. In addition, sport is examined as a principal front of globalization. The sports process draws together dispersed communities and generates economic wealth. The book demonstrates how commodification, bureaucratization and ideology are fundamental to the organization of sporting cultures.



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