

INVESTIGATION OF INSTITUTIONAL DISCOURSE ON CHANGE IN SOUTH KOREAN FOOTBALL FROM 1945 TO PRE-2002 FIFA WORLD CUP

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economy'. In applying qualitative research strategy, documents collected from FIFA (1940s to 2000s) and KFA (1980s to 2000s), national archive (1940s to 2000s), as well as Korean media (1940s to 2000s), were analysed. These include the following:

- Correspondence between FIFA and KFA (100)
- Minutes of FIFA Congress, Executive Committee and Special Committee (50)
- FIFA Magazine and other reports (20)
- Reports and policy documents from KFA (20)
- Monthly Football Magazine (the voice of KFA and Korean football committee) (40)
- Other Football related magazines (20)
- Newspaper articles (published between 1940s to 2000) (600)
- KOWOC's (the 2002 World Cup committee) reports (5)
- Korean governments reports and policy documents (20)
- Minutes of Korean parliament (30)
- History books (3)
- Memoirs/biographies (5)

Abstract

Objectives and Research Questions

Since Independence from Japanese occupation in 1945, and in the aftermath of the Korean civil War, South Korea has experienced important transitions: politically, from military rule to democracy, and economically from heavy industrialisation, led by the Chaebol (South Korea's industrial conglomerate), to a market economy. Within this period South Korea turned from a developing country to the world's 15th richest country, and in football, to one of the top football nations in Asia. Hence, this study seeks to understand the construction and legitimisation of change and development in South Korean football. In relation to football and politics as well as policy making in football, the study asks the following question: how South Korean postcolonial project for development and nation-building have discursively shaped discourses on change/and development in South Korean football, starting from the liberation in 1945 to the pre-2002 FIFA World Cup?

Theoretical background

This study adopts postcolonial theoretical debates and Foucauldian discourse analysis to explore the discourses, or "system of representations" (Hall, 2001: 72), on change in Korean football. Debates on modernity and modernisation, including the framing of South Korea's identity in opposition to others (i.e. North Korea, Japan and the West), are useful lens to investigate changes in South Korean society in general, and South Korean football in particular.

Methodology, Research Design, and Data Analysis

Foucault's archaeological analysis on knowledge (1972) and genealogical analysis on power (1980) are adopted to make sense of discourses on change (development and reforms) in football in different historical phases or transitions of South Korean society: a) from 'conflict to post-conflict'; b) from 'authoritarian regime to democratisation' and; c) from 'industrialisation to market

Results

Discourse on nation-building and modernisation have dominated debates on football in post-independent South Korea. In the Cold-War era, nationalist discourses—in opposition to Japan, North Korea, and China—had shaped meanings and values of football in Korea. They reflected questions of power, prestige, and Korean territorial sovereignty. Namely, in relation to football development, "the morphology of South Korean football players", "adoption of western scientific approaches to coaching", and "the development of a South Korean unique style of football"—in opposition to North Korean and Japanese styles—were at the centre of the debates on change in Korean football. From the 1980s, the involvement of business interests, represented by the Chaebol conglomerates, in the football affairs had changed the meaning of Korean football, pushing thus for "a more rationalised" and a "business oriented approach" to football, as a break with the contested "traditional" and "amateur values" of the past. In the 1990s, the transition from a military rule to democratisation in Korea and the hosting of the 2002 FIFA World Cup, witnessed the emergence of other discourses such as "co-prosperity and co-operation with other Asian nations"—including the former colonizer i.e. Japan—the role of "Asia in the new map of international football", and "systemic football development from grass root to elite levels", as the ways forward for a better performance of South Korea in the international football arena.

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