

- 11:30 *Kay Schiller, TU Dresden and Durham University*
West Germany 1974: a Non-Event?
- 12:00 Discussion
- 12:30 Lunch
- Panel V: World Cups at the Margins
Chair: *Stefan Rinke*
- 14:00 *Sifiso Ndlovu, South African Democracy Education Trust, Pretoria*
The 2010 FIFA World Cup: The Best Goal Ever Scored Against Afro-Pessimism
Racism and Racial Prejudice in Sports
- 14:30 *Christian Tagsold, University of Düsseldorf*
Remember – Forget: Post-Colonial Relationships and the FIFA World Cup 2002
Korea Japan?
- 15:00 Coffee
- 15:30 *Joshua Nadel, Duke University*
Cup of Welcome?: U.S. Latinos and the 1994 World Cup
- 16:00 *Brenda Elsey, Hofstra University*
Football at the End of the World: Chile in 1962
- 16:30 Discussion
- 17:00 Tour of FIFA
- 19:00 *Wolfgang Maennig, Hamburg University*
Keynote: The Economics of International Sports Events and FIFA World Cups

Saturday, 27 April 2013

- 9:00 Coffee
- Panel VI: Multiculturalism and Commercialization: The Last Two Decades
Chair: *Alan Tomlinson*
- 9:30 *Nicola Porro, University of Cassino Italia Novanta:*
'Magic Nights', Globalization and a Country at the Crossroads
- 10:00 *Albrecht Sonntag, ESSCA Angers*
France '98 – Watershed World Cup
- 10:30 *Thomas Raithel, Institute of Contemporary History, Munich*
The German Nation and the 2006 FIFA World Cup
- 11:00 Discussion
- 11:30 Concluding roundtable discussion
- 12:30 Lunch and Departure

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The Relevance and Impact of FIFA World Cups, 1930-2010



FIFA®

For the Game. For the World.

Convenors

Prof. Dr. Kay Schiller, Institut für Geschichte, TU Dresden and History Department, Durham University
Prof. Dr. Stefan Rinke, Lateinamerika-Institut der Freien Universität Berlin

Location

FIFA Zurich, 24-27 April 2013

Summary

FIFA World Cups, like the Olympic Games, have been categorized by scholars as 'mega-events' in that they are followed by hundreds of millions, if not billions of spectators around the globe. However, unlike the Olympics individual World Cups, let alone their overall history, have received comparatively little scholarly attention. No comprehensive history of any World Cup from 1930 to the present has yet been written. Yet, football and its most prominent tournament are constituent parts of mass culture and therefore ideal vehicles for the exploration of national and transnational questions of political, economic, social and cultural history. In bringing together experts from Europe, Africa and the Americas, this conference will explore a number of significant issues in football history.

Programme

Wednesday, 24 April 2013

- Arrival
- 18:00 Welcome
Kay Schiller, Stefan Rinke and Alexander Koch
- 18:05 Speech by *FIFA President Sepp Blatter*
- 19:00 *David Goldblatt*
Keynote: From the Age of Extremes to the Age of Uncertainty: The World Cup in Global History and Global Culture, 1930-2022
- 19:20 Apéro Rich

Thursday, 25 April 2013

- 9:00 Coffee
- Panel I: The Crisis of the 1930s and the Pre-War World Cups
Chair: *Markwart Herzog*
- 9:30 *Stefan Rinke, Free University Berlin*
Global Football in Times of Crisis: The First World Cup in Uruguay 1930
- 10:00 *Marco Impiglia, Rome*
Mussolini and the 1934 FIFA World Cup: England v. Italy
- 10:30 Coffee
- 11:00 *Paul Dietschy, Science Po Paris*
1938 France: a Pre-War World Cup?
- 11:30 Discussion
- Panel II: World Cups under Dictatorship and Democracy
Chair: *David Goldblatt*
- 12:00 *Raanan Rein, Tel-Aviv University*
Football, Politics and Protests: The International Campaign Against the 1978 World Cup in Argentina
- 12:30 Lunch
- 14:00 *Keith and Claire Brewster, Newcastle University*
Mexico 1970 and 1986: The Role of Media Entrepreneurs and the Importance of National Images
- 14:30 *Ángel Bahamonde Magro, Charles III University of Madrid*
The 1982 World Cup: Presenting a New Vision of Spain
- 15:00 Discussion

15:30 Coffee

Panel III: The 1950s World Cups: Modernization and the Rise of Mass Culture
Chair: *Kay Schiller*

- 16:00 *Bernardo Borges Buarque de Hollanda, Fundação Getúlio Vargas, Rio de Janeiro*
Brazil 1950 – Heroes, Villains and the Drama of the National Team
- 16:30 Screening of *The 1970 World Cup: Testimonials of the Brazilian Football Players* (50 mins.)
- 19:00 Conference Dinner

Friday, 26 April 2013

Panel III The 1950s World Cups: Modernization and the Rise of Mass Culture (cont.)
Chair: *Kay Schiller*

- 9:00 *Markwart Herzog, Schwabenakademie Irsee*
Win Globally - Party Locally: the 'Wunder von Bern' and its Local Reception
- 9:30 *Torbjörn Andersson, Malmö University*
Sweden 1958: The truly idyllic World Cup?
- 10:00 Discussion
- 10:30 Coffee
- Panel IV: World Cups "Before the Gold Rush"
Chair: *Alan Tomlinson, Brighton University*
- 11:00 *Tony Mason, De Montfort University, Leicester*
The World Cup Comes to England: 1966 and All That