



## **Global Perspectives on Football in Africa: Visualising the Game (Sport in the Global Society - Contemporary Perspectives)**

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Football, in many ways, is a visual endeavour. From the visual experience within the stadium itself to worldwide media representations, from advertisements to football art and artefacts: football is much about seeing and being seen, about watching, making visual and being visualised. The FIFA World Cup 2010 in South Africa has turned into a perfect example of the visual dimensions of football. Stadiums have been built and marketed as tourist attractions, mass media and internet platforms are advertising South African cities and venues, logos and emblems are displayed and celebrated, exhibitions are organised in museums worldwide.

This book explores the social, cultural and political role of football in Africa by focusing on the issue of its visibility and invisibility. The contributions consider the history and present of football in different parts of Africa. They examine historical and recent pictures and images of football and football players, as well as places and spaces of their production and perception. They analyse the visual dimensions expressed in sports infrastructure, football media-scapes, and in expressive and material arts. This book thus contributes to the growing interest in football in Africa by exploring a new field of research into sports.

This book was previously published as a special issue of *Soccer and Society*.

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