## **Contents**

| Acknowledgements                                                                                                     |                |
|----------------------------------------------------------------------------------------------------------------------|----------------|
| 1 Introduction: 'Free Time' in the Twentieth Century Defining Terms: 'Leisure' Defining Terms: 'Sport' and 'Culture' | 1<br>5<br>10   |
| The Twentieth Century Sport, Identity and Britain Key Reading                                                        | 13<br>13<br>19 |
| PART 1 COMMERCIAL SPORT AND LEISURE                                                                                  | 13             |
|                                                                                                                      | na             |
| 2 The 'Peculiar Economics' of the People's Games Association Football: Profit Maximization?                          | 23<br>24       |
| Commercialism in Other Sports                                                                                        | 33             |
| Gambling                                                                                                             | 38             |
| Conclusion                                                                                                           | 39             |
| Key Reading                                                                                                          | 41             |
| 3 Sport and the Media                                                                                                | 43             |
| The Newspaper Press                                                                                                  | 44             |
| Radio and Television Broadcasting                                                                                    | 47             |
| Sport and Popular Literature                                                                                         | 53             |
| Conclusion                                                                                                           | 57             |
| Key Reading                                                                                                          | 57             |
| 4 Going to the Pictures: America and the Cinema                                                                      | 59             |
| The Social Habit of the Age                                                                                          | 59             |
| Censorship: Framing the Image                                                                                        | 63             |
| War and Decline                                                                                                      | 67             |
| Conclusion: The Influence of Cinema                                                                                  | 72             |
| Key Reading                                                                                                          | 74             |
|                                                                                                                      | vii            |

| viii | CONTENTS |
|------|----------|
|      |          |

| 5 'Getting Away From it All':<br>Origins: Elite Travel | The Holiday Spirit           | 76<br>77    |
|--------------------------------------------------------|------------------------------|-------------|
| Mass Holiday-Making, Social                            | Class and the Lura of the    | 77          |
| Mediterranean                                          | r Class and the Eure of the  | 79          |
| Holidays as Cultural Text                              |                              | 85          |
| Conclusion: Holidays and Hi                            | istorians                    | 90          |
| Key Reading                                            |                              | 91          |
| PART 2 LEISURE, THE HOME AND V                         | OLUNTARY ACTIVITY            |             |
| 6 Leisure, the Home, Radio ar                          | nd Television                | 95          |
| Listening to the Radio                                 |                              | 97          |
| Watching the 'Telly'                                   | _                            | 102         |
| 'Active' or 'Passive' Viewers? Conclusion              | ,                            | 106         |
| Key Reading                                            |                              | 111         |
| Ney Neading                                            |                              | 112         |
| 7 Youth, Age and the Problem                           | of Leisure                   | 114         |
| Young People and Leisure                               |                              | 114         |
| Young Women and Leisure                                |                              | 121         |
| Bringing Older People into L                           | eisure                       | 126         |
| Conclusion<br>Key Reading                              |                              | 127         |
| Rey Reading                                            |                              | 128         |
| 8 The Club Principle                                   |                              | 130         |
| Clubs, Communities and Leis                            |                              | 131         |
| Clubs, Class and Status: The                           | Amateur Ethos                | 140         |
| Conclusion: Clubs and Histor                           | rians                        | 144         |
| Key Reading                                            |                              | 145         |
| PART 3 PUBLIC POLICY: THE ROLE O                       | OF THE STATE                 |             |
| 9 State and Politics in Sport ar                       | nd Leisure                   | 149         |
| The State                                              |                              | 150         |
| Sport, Leisure and the State: t                        | he Victorian Legacy          | 151         |
| Sport, Leisure and 'Moderniz                           | ation'                       | 154         |
| Sport and Politics: South Africonclusion               | ca, Moscow and Hooligans     | 158         |
| Key Reading                                            |                              | 162         |
| <b>g</b>                                               |                              | 163         |
| 10 From 'Rational Recreation' to                       | o 'Sport for All': The Place |             |
| of the Municipality in Sport                           | and Leisure                  | 165         |
| Leisure and Civic Culture: The                         | ie 'Golden Age'<br>          | 166         |
| The Decline of the Municipal<br>Conclusion             | ity                          | 171         |
| Key Reading                                            |                              | 176         |
| - icy recurring                                        |                              | 1 <i>77</i> |

| CONTENTS                                | ix  |  |
|-----------------------------------------|-----|--|
| 11 Conclusion: Describing Cyrano's Nose | 179 |  |
| The 'Sectors' Revisited                 | 180 |  |
| Grand Narratives and Social Control     | 182 |  |
| Key Reading                             | 187 |  |
| Notes                                   | 188 |  |
| Further Reading                         | 220 |  |
| Index                                   | 232 |  |