

ABSTRACT

TITLE: The Industrialization of Football in Jamaica: a Cultural Analysis of Jamaica's 1998 Reggae Boyz Road to France World Cup Campaign

This dissertation examines football in Jamaica viewed through the bi-focal *cultural lens* of play and sport; looking at the evolution of recreational play to the level of work/business/industry (Hargreaves 1986), as well as the historical and social dimensions of the game and its impact on individuals, clubs, schools, communities, businesses and by extension- the Nation; at the psychological, social, cultural, economic and political levels of interaction.

Seeking to answer key questions: Can football/play be transformed from leisure activity to a 'tool' for social and economic development (Rodney 1974, Sen 1995)- using Jamaica's Reggae Boyz successful Road to France World Cup campaign as the Case study, and to what extent has Jamaica's football 'developed' during/since the Horace Burrell/Rene Simoes regime?

The subject requires an eclectic methodology utilizing both experiential and academic approaches including a semi-ethnographic historical analysis of football in Jamaica using Self as a Tool of Analysis. Field work involved attending various events (e.g. symposiums) and places (e.g. training sites), conducting numerous in depth and casual interviews with a wide cross section of informants (fans, sponsors, administrators, players, etc. using the phenomenological description of football in Jamaica.

The Reggae Boyz Road to France Campaign galvanized a 'partnership' of social, economic and political forces that epitomizes the 'industrial path' taken by football in Jamaica.

Key words: DONALD DAVIS; CULTURE; PSYCHOLOGY; PLAY; SPORT; FOOTBALL; INDUSTRY; INDUSTRIALIZATION; DEVELOPMENT

Livication

**To the Male and Female Forces of the Multi Verse
To the Divine Powers of Creativity and Ancestry
To the Powers of the Blessed Trinity
The Mother, Father and Child
Isis, Osiris and Horus
JAH Rastafari**

**To my immediate family, son Ikan, daughter Izana and most significantly
To my mother Maria Duhaney-Davis (now deceased) who provided the maternal
presence and cerebral fortitude to support my household along this epic journey
to a place of temporary refuge**