



**SMART BOOK REVIEW**  
**FAIR AND FOUL: BEYOND THE MYTHS AND PARADOXES OF SPORT (3RD ED.).**  
**BY EITZEN, D.S. (2006).**  
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D. Stanley Eitzen adds another valuable addition to the fields of Sport Management and Sport Sociology with his third installment of *Fair and Foul: Beyond the Myths and Paradoxes of Sport*. Eitzen's approach in this work challenges readers to examine their position on various matters impacting sport. Understanding that people should be challenged to think for themselves, while seeking to provide answers to those items that are truly important, and seeing the extreme relevance in the study of sport and socio-cultural issues, Eitzen provides a path to cover a wide variety of issues in a probing and insightful manner. This work has the ability to offer up new insights and exposures to the sport experience while urging readers to be mindful and think more pragmatically about certain issues impacting study of sport.

The contents of this book are enhanced through the use of features presented in each chapter ranging from quotes from notable sport personalities, the use of case examples at the beginning of each chapter, and through the presentation of a wealth of real life information including notable historical events and notable contemporary events. The use of these features, intertwined with the other presented information, points out some important issues that for various reasons have been too commonly overlooked by students, or any other readers of this work. This oversight may have occurred for a variety of reasons including ignorance, misinformation, or mere apathy.

The title is very reflective of the book's contents as Eitzen implements a "fair and foul" model aimed at enlightening the readers to the dichotomy of sport, while unearthing common myths that impact sport. The fair and foul analogy is a good sport euphemism to explain the approach that recognizes that sport can mirror the human experience, while being a compelling and transcending force, while at the same time, recognizing that sport contains aspects and elements that are both positive and negative.

The first chapter entitled "The Duality of Sport" serves as an introduction to the rest of the book. This introductory chapter elucidates the format used in this work by identifying the duality that exists in sport. By noting that a paradox is something that is presented in a contradictory nature or something that is a commonly accepted opinion, Eitzen lays the foundation for examining diverse array of topics that have and will continue to impact sport. Through challenging readers to view and think about sport critically, individuals can see the true impact that sport can have and this is a main part of this work's true value.

The subsequent chapters cover a vast array of issues and paradoxical situations existing in sport. These chapters are:

- Chapter 2 is “Sport Unites, Sport Divides.” This chapter explores the potential that sport has to bring some people together and provide a barricade that separate others.
- Chapter 3 is entitled “Names, Logos, Mascots, and Flags: The Contradictory Uses of Sports Symbols” and it examines the controversy associated with the use of potentially offensive mascots and other forms of sport imagery. Though focusing primarily on Native American imagery, there is significant coverage of Confederate symbols, and gender stereotyping as well.
- Chapter 4 describes how “Sport is Fair, Sport is Foul,” through explaining the socialization process in which sport aids in achieving positive goals. This view is counteracted by examining how unethical approach can lead to an assortments of sports ills.
- Chapter 5 examines the paradox in which “Sport is Healthy, Sport is Destructive.” Clearly sport can lead to a vast array of health benefits. Such benefits have been well-documented. However, Eitzen sheds light on the unhealthy side of sport through covering such issues as injury, overtraining, unhealthy weight management activities, drug use, the influence of overly demanding parents, and coaches, and even the potential for sexual abuse.
- Chapter 6 profiles how “Sport is Expressive, Sport is Controlled” and explores how social control is a central figure in sport leading to an opportunity for positive functions such as team unity. Also, such social control can also reinforce a status quo that is not good for everyone and can be detrimental to underrepresented groups.
- Chapter 7 entitled “Myth: Sports are Played on a Level Playing Field” looks at the disparity from the “haves vs. the have nots” in collegiate sport (particularly focusing on Division I football) and comparing the advantages of large market professional teams to that of smaller markets.
- Chapter 8 explores “The Contradictions of Big-Time College Sport” by questioning the role of intercollegiate athletics at “big-time” colleges where the higher education mission of the institutions seems to be compromised through the big business involved of “big time” collegiate sport.
- Chapter 9 “The Path to Success? Myth and Reality” sums up how sport is far too often view in a “sport-as-a-way-up” mentality, in which parents and athletes themselves are naively believing that sport will lead to fame, fortune, and a lifetime of comfort, and ignoring to reality of minuscule changes of such being a true actuality for these young athletes.
- Chapter 10 “Professional Sports Franchises: Public Teams, Private Businesses” looks at (in an often pessimistic manner) the prevalence of publicly subsidized sport facilities in which wealthy team owners are able reap the benefits and financial rewards of a “reverse Robinhood effect” [take from the poor (i.e., the average citizen) and given to the rich (team owners)].
- Chapter 11 focuses on “The Globalization of Sport” and explores global expansion of the Big 4 professional leagues (MLB, NBA, NFL, and NHL), as well as the presence of a talent migration of international player to American sport franchises. This chapter also looks at the impact of global sports figures such as Tiger Woods and Yao Ming.

Eitzen sums this work up in a concluding chapter entitled “The Challenge: Changing Sport” (Chapter 12). This chapter features “8 Problem Areas” that Eitzen identifies as needed to be addressed to make the proper reformations in sport, including: the loss of proper direction in children’s sport, con-

cern over youth and school sports are elitist, apprehension over the commercialism and other outside influences of big-time college sport, trepidation over the excessive costs associated with attending big-time college and professional sports events, unease over the prevalence of publicly subsidized professional sports facilities, and the continued need for greater equity for females (playing opportunities and conditions) and racial minorities (in leadership positions) sport.

Eitzen provides the following words of wisdom at the end of this chapter:

Sport has an incredible grip on most people. It is compelling; it can be a magical, wonderful illusion. But even as sport excites and inspires, it has problems. Let's not get rid of sport. Let's make it better. For me, that means sport should be more fun, more inclusive, more humanized, and more ethical (p. 234).

In regards to some constructive criticism, this text does use (though sparingly) some profanities to illuminate points or in excerpted quotes from other works. The information, which is intended to be enhanced by such additions, would be just as compelling without such use and this could allow an equally effective work to be perhaps more appealing to certain audiences. Other than that, I feel that this work is ideal.

In conclusion, though used as a source of promotion, I concur with the promotional words of praise from Richard Lapchick, from the University of Central Florida, that appear on the back cover of this book when he expounded on the true value of this resource by stating:

There is no more intelligent and insightful author in America on sport and social issues. *Fair and Foul* will take the reader on a guided tour of all the relevant issues, challenging them to decide what is right and wrong while providing a path for the answers. This should be required reading for all students interested in sport and social issues.

I concur with this thought. I feel this work breaks down the issues in a concise, yet powerful manner.