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Indian Spectacle: College Mascots and the Anxiety of Modern America

By Jennifer Guiliano

Rutgers University Press, United States, 2015. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Amid controversies surrounding the team mascot and brand of the Washington Redskins in the National Football League and the use of mascots by K 12 schools, Americans demonstrate an expanding sensitivity to the pejorative use of references to Native Americans by sports organizations at all levels. In *Indian Spectacle*, Jennifer Guiliano exposes the anxiety of American middle-class masculinity in relation to the growing commercialization of collegiate sports and the indiscriminate use of Indian identity as mascots. *Indian Spectacle* explores the ways in which white, middle-class Americans have consumed narratives of masculinity, race, and collegiate athletics through the lens of Indian-themed athletic identities, mascots, and music. Drawing on a cross-section of American institutions of higher education, Guiliano investigates the role of sports mascots in the big business of twentieth-century American college football in order to connect mascotry to expressions of community identity, individual belonging, stereotyped imagery, and cultural hegemony. Against a backdrop of the current level of the commercialization of collegiate sports where the collective revenue of the fifteen highest grossing teams in Division I of the...



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