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Redskins: Insult and Brand (Hardback)

By Professor C. Richard King

University of Nebraska Press, United States, 2016. Hardback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book. Capitalizing on American Indian stereotypes The Washington Redskins franchise remains one of the most valuable in professional sports, in part because of its easily recognizable, popular, and profitable brand. And yet redskins is a derogatory name for American Indians. The number of grassroots campaigns to change the name has risen in recent years despite the current team owner's assertion that the team will never do so. Franchise owners counter criticism by arguing that the team name is positive and a term of respect and honor that many American Indians embrace. The NFL, for its part, actively defends the name and supports it in court. Prominent journalists, politicians, and former players have publically spoken out against the use of Redskins as the name of the team. Sportscaster Bob Costas denounced the name as a racial slur during a halftime show in 2013. U.S. Representative Betty McCollum marched outside the stadium with other protesters--among them former Minnesota Vikings player Joey Browner--urging that the name be changed. Redskins: Insult and Brand examines how the ongoing struggle over the team name raises important questions about how white Americans perceive American Indians,...



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