

Sport, Spectacle, and NASCAR Nation (Education, Politics and Public Life)

Michael D. Giardina, Joshua I. Newman

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Sport, Spectacle, and NASCAR Nation critically examines the complex intersections of sport, consumer culture, and contemporary U.S. politics. Based on extensive ethnographic research, the authors give a firsthand account of NASCAR's recent ascent into the North American sporting mainstream. Along the way, they explore the uniquebond between NASCAR and conservative U.S. political movements - and their various Southern, Christian, militaristic, free-market alignments. Sport, Spectacle, and NASCAR Nation is a must read for students and scholars in cultural studies, sport studies, education, sociology, and political sciences, as well as those interested in promoting a less divisive sporting future.



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