



Go! Fight! Win!/: Cheerleading in American Culture

Mary Ellen Hanson

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Cheerleading has become a staple in American culture. The cheerleader straddles two contradictory symbolic poles. This individual is an instantly recognized figure representing youthful attractiveness, leadership, and popularity. Yet, for many, the cheerleader is seen as epitomizing mindless enthusiasm, shallow boosterism, and objectified sexuality. This contradictory view is explored in this extensively documented book.

Cheerleading issues include: the changing patterns of social class, age, race, and gender of participants; its development within professional sports in the early 1960s and its relation to mass media; the evolution of its style and content; and the meanings, values, and symbolism associated with cheerleading within American culture.

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